5XV

October, 1937

THE COIN MACHINE REVIEW

5X8

A National Magazine of the Coin Machine Industry

THANK YOU,

Rock-Ola operators and distributors

FOR THE GREATEST SEPTEMBER SALES RECORD

in all Rock-Ola history

Sales records are not easily broken, and they are frequently hard to equal. It requires the coordinated efforts of many men to establish new "Highs" in sales volume. It is very gratifying to report the greatest single month's sale of phonographs in the history of our company. This means that every man among our distributors, operators and direct factory representatives were cooperating fully in presenting the meritorious features of our products. Thank you again—Rock-Ola distributors and operators—for a record month, and thank you especially for the fine loyalty and cooperation which have made this record month possible.

David C Rockola

LOOK TO ROCK-OLA FOR LEADERSHIP!

RMC

Vol. 5, No. 4, October, 1937. The COIN MACHINE REVIEW, published monthly by Paul W. Blackford, 1113 Venice Blvd., Los Angeles, Calif. Entered as Second Class Matter, July 23, 1936, at the post office at Los Angeles, Calif. under the act of March 3, 1879.

THE

Leader

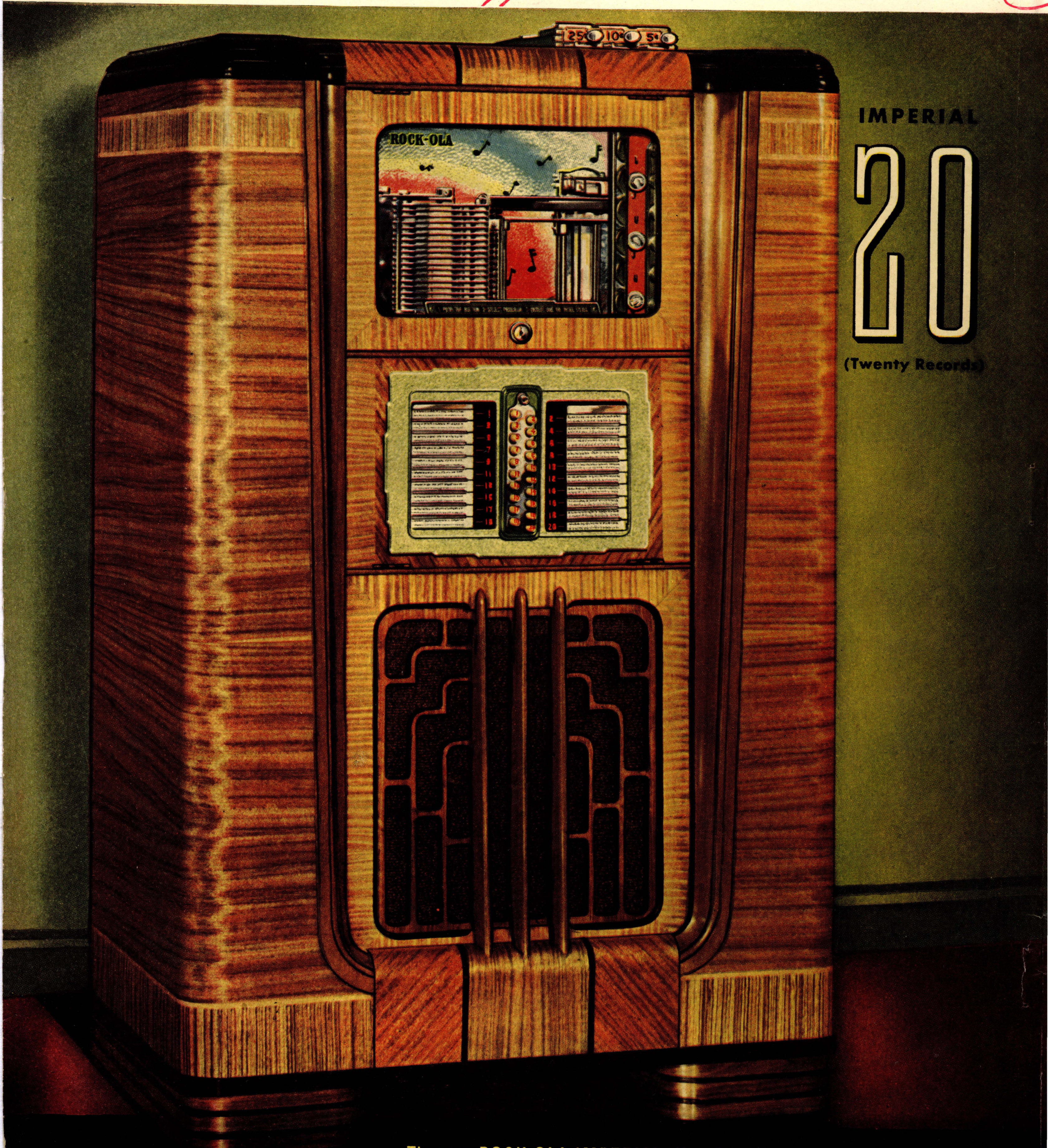
OF ALL
COIN OPERATED
PHONOGRAPHS

THE *Best* THERE IS IN MUSIC!

ROCK-OLA

Rock-Ola FAMOUS MULTI-SELECTOR

The Best



IMPERIAL

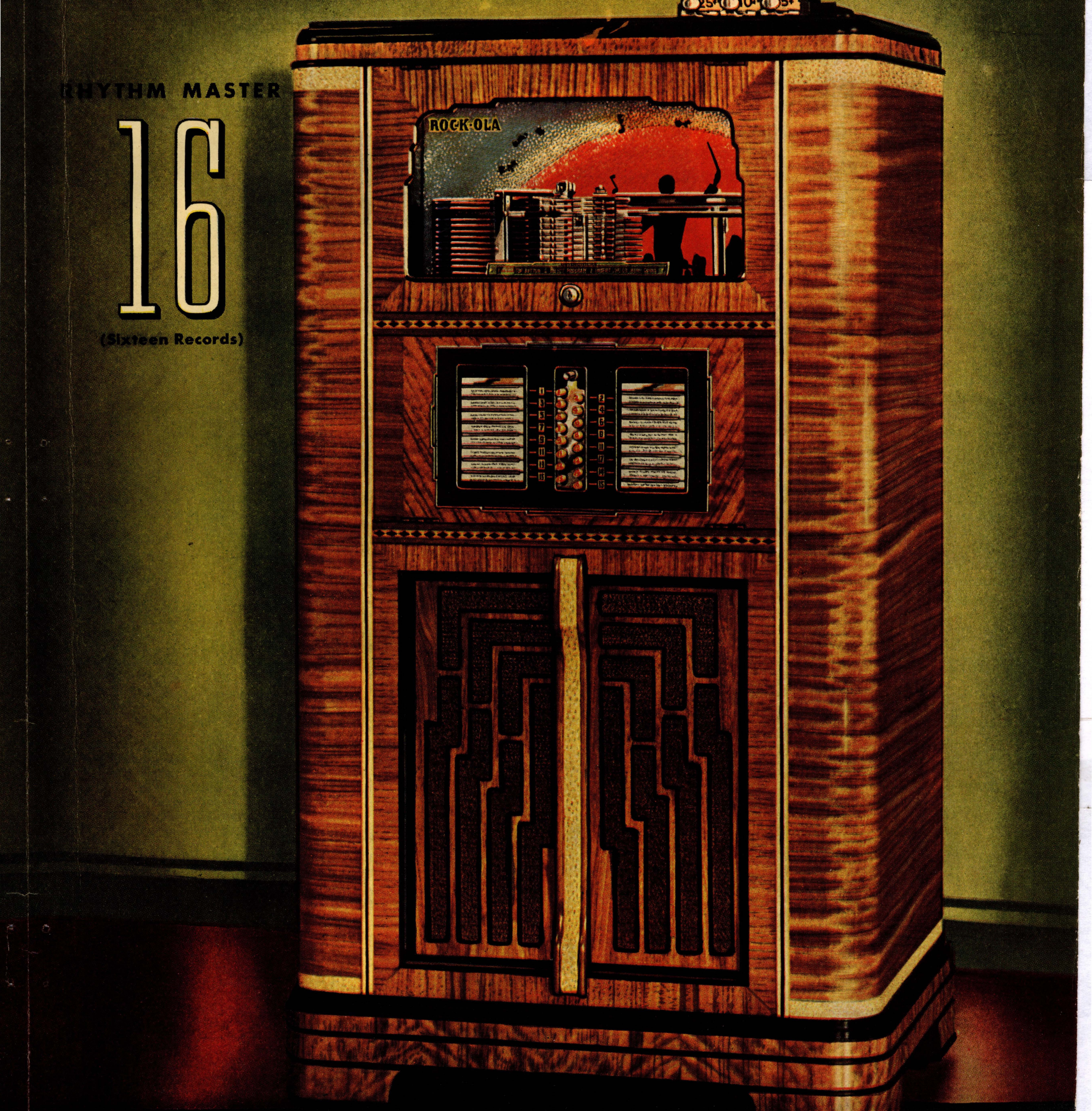
20

(Twenty Records)

The new ROCK-OLA IMPERIAL. Very latest in coin-operated music! Plays twenty records. Coin chute takes nickels, dimes and quarters. Shows last three coins.

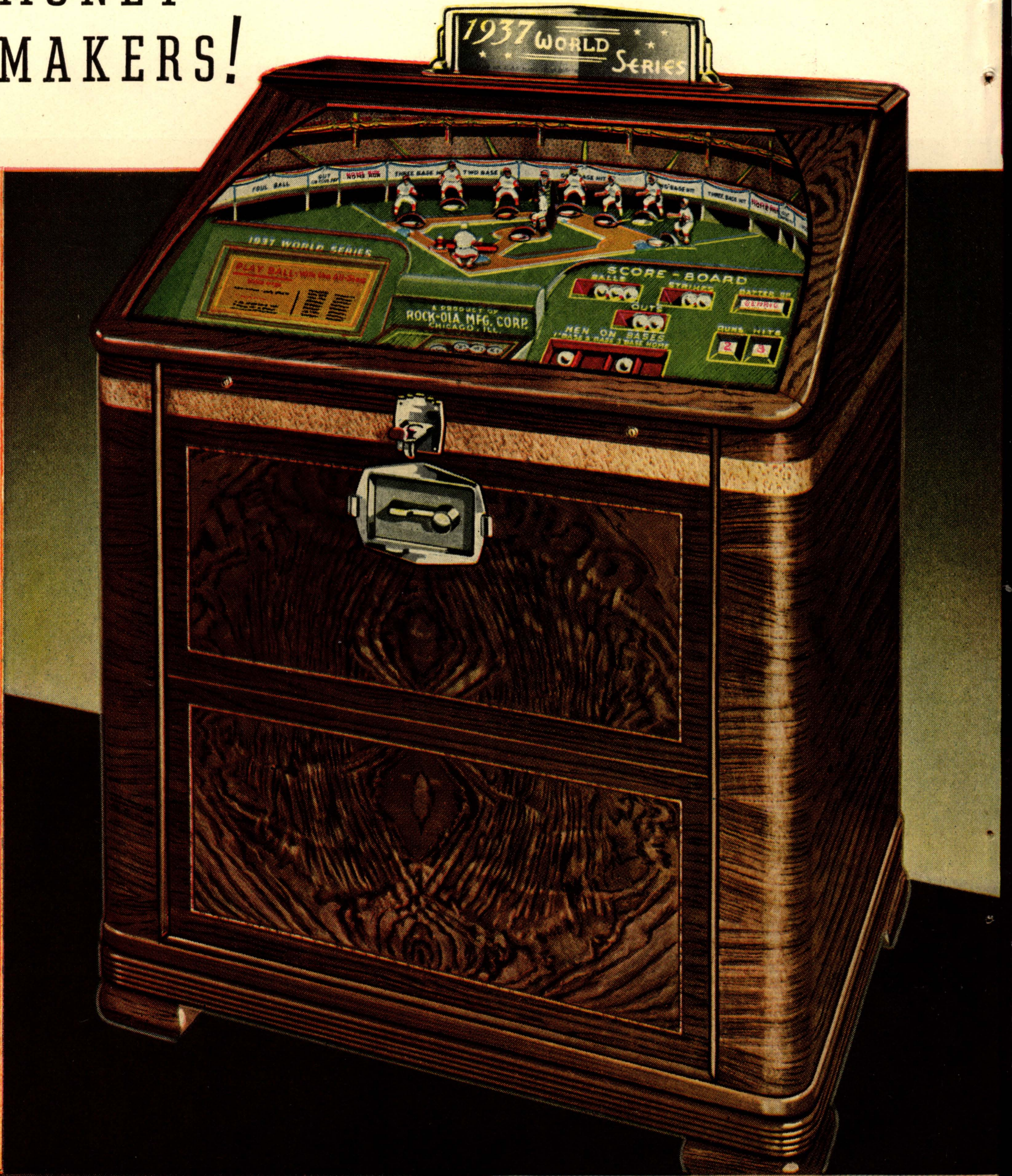
PHONOGRAPHS

There is in Music!


RHYTHM MASTER
16
(Sixteen Records)
ROCK-OLA
25¢
10¢
5¢

RHYTHM MASTER. Earning big profits everywhere. Harmonizes with all type fixtures and is adaptable to all locations. Plays sixteen records. Coin chute takes nickels, dimes and quarters.

Two More ROCK-OLA MONEY MAKERS!


1937 WORLD SERIES
FOUL BALL
THREE BASE HIT
TWO BASE
HOME RUN
1937 WORLD SERIES
PLAY BALL
A PRODUCT OF ROCK-OLA MFG. CORP. CHICAGO, ILL.
SCORE-BOARD
BALLS
STRIKES
OUTS
BATTER UP
MEN ON BASES
RUNS
HITS
2
3

Rock-Ola's 1937
WORLD SERIES
A GAME MADE POPULAR BY THE PUBLIC

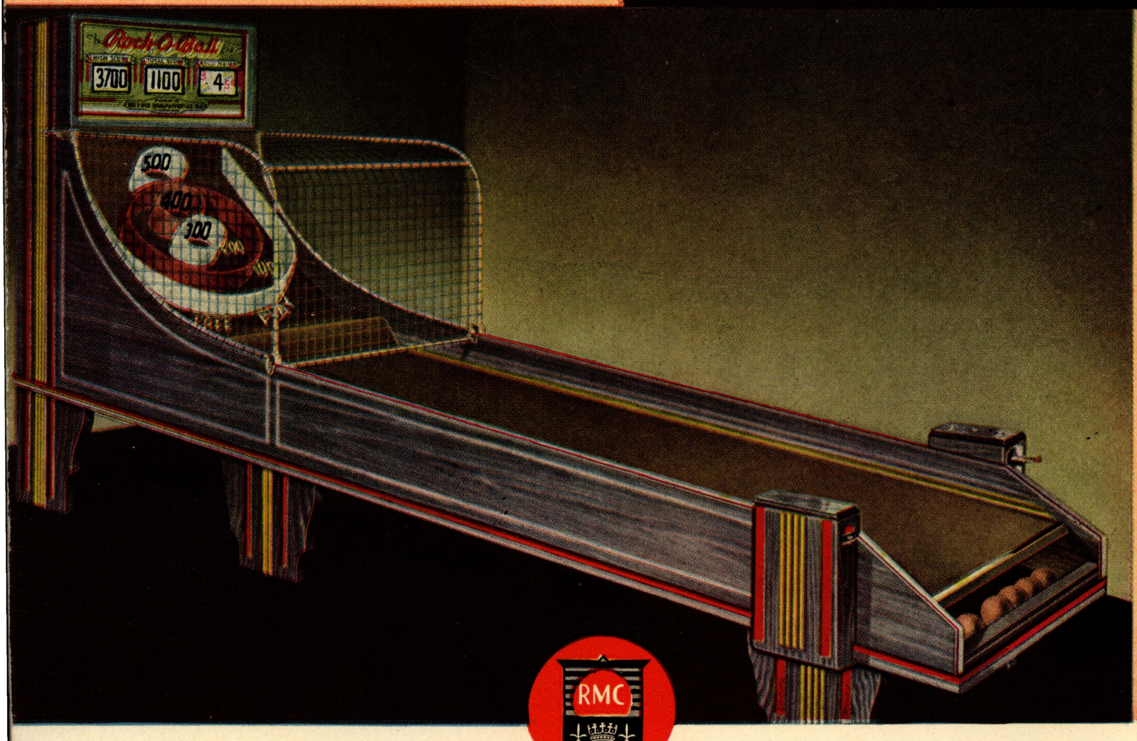
Makes big money everywhere. The biggest group of people in the United States are the ball fans. More numerous than either Democrats or Republicans. And easier to find than Irishmen, Germans, or any other nationality. Everybody likes Baseball—America's national pastime.

WORLD SERIES offers regulation Big League Baseball. Robot players in field are always in motion when game is being played. They move with the crack of the bat in lifelike fashion in an effort to get the batter out.

Pitcher winds up and throws same as any pitcher does out on the mound. Player can hit singles, doubles, triples, and home runs (if he is skillful enough to outguess the pitcher). Pitcher can outsmart the player by striking him out or forcing him to fly out or foul out.

Robot Umpire never makes a mistake—throws up his left arm when a ball is thrown and his right arm goes up on each strike in realistic fashion. All plays registered on automatic scoreboard.

DeLuxe Cabinet. Finished in best quality walnut veneers. Made like the most expensive modern furniture.


Rock-O-Ball
3700
1100
4
500
400
300
200
100

ROCK-O-BALL

Creates and holds steady play—week after week—month after month. Whether you use DeLuxe Senior or Junior Model, the results are there in big earnings—from the standpoint of appearance, mechanical perfection, and public acceptance—ROCK-O-BALL is the class of the field.

Both models have exclusive ROCK-O-BALL TRIPLE SCORE feature—this feature alone makes ROCK-O-BALL the outstanding bowling game. ROCK-O-BALL is legal, long-life equipment that insures steady earnings for years.

Many operators stimulate play by giving daily or weekly awards to the high scorer. ROCK-O-BALL is ideal for prize play because of the exclusive high score register.

The register may be set for any score—and thereafter, it will automatically register the number of times this score is equaled or bettered.

The high score register protects the operator.

RMC

ROCK-OLA MANUFACTURING CORPORATION

$$$—PROFIT is the chief aim in any business, and MAKING MONEY is generally man's chief goal.

True, there **are** other things, but money so often contributes to happiness and well-being that the wise man invests whenever a sound opportunity is offered, and he's careful first to investigate.

The Coin Machine Operator's soundest investment is in vending machines, and we've investigated the lines we carry. We know they are safe and highly profitable. Why don't YOU investigate them: U-NEED-A-PAK CIGARETTE MACHINES (4-5-6-8-9-12-column), MASTER and NORTHWESTERN VENDORS, GUM and MINT VENDORS, MATCH and STAMP MACHINES, PROPHYLACTIC and SANITARY NAPKIN MACHINES, HERSHEY MACHINES. We also carry the **reliable** M. Brodie Toy Packs, and KORN PARCHIES—the most profitable vending machine item in years.

VENDING MACHINE HEADQUARTERS

DICK TYRRELL LOS ANGELES 1356 W. Washington PR 0564

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RATE: 5c PER WORD
MINIMUM $1.00

Bargain Mart

NO GENERAL DELIVERY ADS ACCEPTED

COIN COUNTERS
Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size $1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

ROLLER BEARING CLIPS
Manufacturer sells to dealers Roller Bearing Clips. Reasonable. H. Julius, 1758 62nd St., Brooklyn, N. Y. SS-PJ

TOKENS AND CHECKS
We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

MAILING LISTS
Mailing list newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names $5.00, 5,000 names $9.00, 7,500 names $12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

SLUG CARDS
Stop your slug troubles. Tried, tested, and used by hundreds of operators throughout the United States. Attractively printed on serviceable and long wearing cardboard. 20c per dozen. 10c for postage and wrapping on any order regardless of size. REVIEW, 1113 Venice Blvd., Los Angeles.

COIN COUNTERS
Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

SLOT MACHINES REPAIRED
Adjusted, percentage changed, converted to mystery pay. Refinished and made to look like new. Award cards, reel strips, etc. Prompt attention to shipments. Write for prices. Reference: Any Los Angeles jobber. GRAHAM, 212 E. Palmer Avenue, Glendale, Calif. Phone: Kenwood 1093. (S-P)

WANTED
Buckley Treasure Chest Diggers counter models, Exhibit Model E, F, G, Iron Claw Machines, Erie Diggers, International Photomatic 10c machines, Snacks 3-column peanut machines with stands, candy bar machines, scales, peanut, chiclet-gum machines. NATIONAL, 4242 Market St., Philadelphia, Pa. (O-P)

FOR SALE
Photomatic, latest model, used two months. Will discount $150.00. FRANK RAY, Elks Building, Walla Walla, Washington. (O-P)

FOR SALE
Sacrifice $25,000.00 Stock Repair Parts, every description, Bells, Venders, Pin and Counter Games. Specializing Rebuilt Slots. COLEMAN NOVELTY, Rockford, Illinois. (O-P)

FOR SALE
Phonographs. Mills Dance Masters 5, 10, 25 cents, $60.00. GUNN MUSIC HOUSE, Dearborn, Michigan. (O-P)

FOR SALE
Special 2-in-1 manufactured by D. Robbins Co., $10.00 each. 10 pounds Candy Peanuts, 1 gross Charms FREE. EASTERN, 350 Mulberry, Newark, N. J. (O-P)

FOR SALE
Erie Diggers, $15.00; Iron Claws, $25.00; Merchantmen roll chutes, $45.00; Mutoscope Diggers, $40.00; Hershey Bar Advance Duplex E $4.50; U-Need-A-Pak 8-column Cigarette Machines, $22.50 each, lots of 10, $20.00 each; 10 Cent-A-Smoke Cigarette Vendors, $4.50 each; K. O. Fighters, $25.00 each; 500 Peanut and Ball Gum Machines, $3.00 up; 20 Jeffries Sandwich and Pie Machines, $8.00 each. NATIONAL VENDING MACHINE CO., 4242-44-46 Market St., Philadelphia, Pa. (O-P)

FOR SALE
10 Snacks 5c play $19.50; 50 Snacks 1c play $16.50; 25 Log Cabin Duplex 1c Peanut Machines $7.50; 10 Columbus Ball Gum Machines, like new, 1c $3.50; 10 Walzer Peanut Machines 1c $2.50; Robbins 2 - 1 Gum Machines 1c $3.50; 2 Northwestern 1c - 5c Merchandisers, like new, $10.00; 10 Tom Thumb Peanut Machines 1c $2.50; 1 Caille 10c play, Commander, brand new, $67.50; 2 Mills Q. T. 1c play No. 6096, Blue Front $27.50; 1 Mills Q. T. 10c play, orange front, No. 9021, $47.50; 2 Shipman 1c Peanut Machines, like new, used one week $6.50; Robbins 2 - 1 Vendor, like new, $8.50. Reconditioned cigarette machines of every description. Send for list. 1/3 deposit must accompany all orders, balance C.O.D. X. L. COIN MACHINE COMPANY, 1351 Washington Street, Boston, Mass. (O-C)

FOR SALE
Exhibit Supply Company's Candy Vendor. On location 30 days. Practically new. Only $200.00. TROY SALES COMPANY, 2356 West Washington Blvd., Los Angeles, Calif. (O-C)

FOR SALE
Automatic Pay Tables: one each, Caliente, $60.00; Royal Races, $50.00; Turf Champs, $45.00; Flicker, $30.00; Hi-De-Ho, $37.50; all with ticket units. 3 Skippers, $25.00 each; 1 Frolic, $10.00. Novelty Games: 3 Track Meets, used 2 weeks, $50.00 each; one each of following: Mercury, $37.50; Home Run, $25.00; Rickasha, $25.00. Two Keeney Targettes, like new, $98.50 each. One Paces Races, with check head, $175.00. Two Ray's Tracks, with cash and check heads, $225.00 each. All of these machines look good and guaranteed in first class mechanical condition. Terms 1-3 with order, balance C.O.D. C. T. VANDERPOOL, Box 1402, Tucson, Arizona. (O-P)

FOR SALE
4 Flap Chute Merchantmen Diggers, $25.00 each. 1 Stop & Go, $10.00. 1 Electric Scoreboard, ticket, $25.00. Stoner's Latonias, $65.00. MILLER VENDING COMPANY, 615 Lyon Street, Grand Rapids, Michigan. (O-P)

STOP SLUG EVIL
Review slug cards will do it. Attractively printed on lasting bristol. 20c per dozen, plus 10c for postage and wrapping on any order regardless of size. COIN MACHINE REVIEW, 1113 Venice, Los Angeles, Calif.

The Ideal

XMAS CARD!

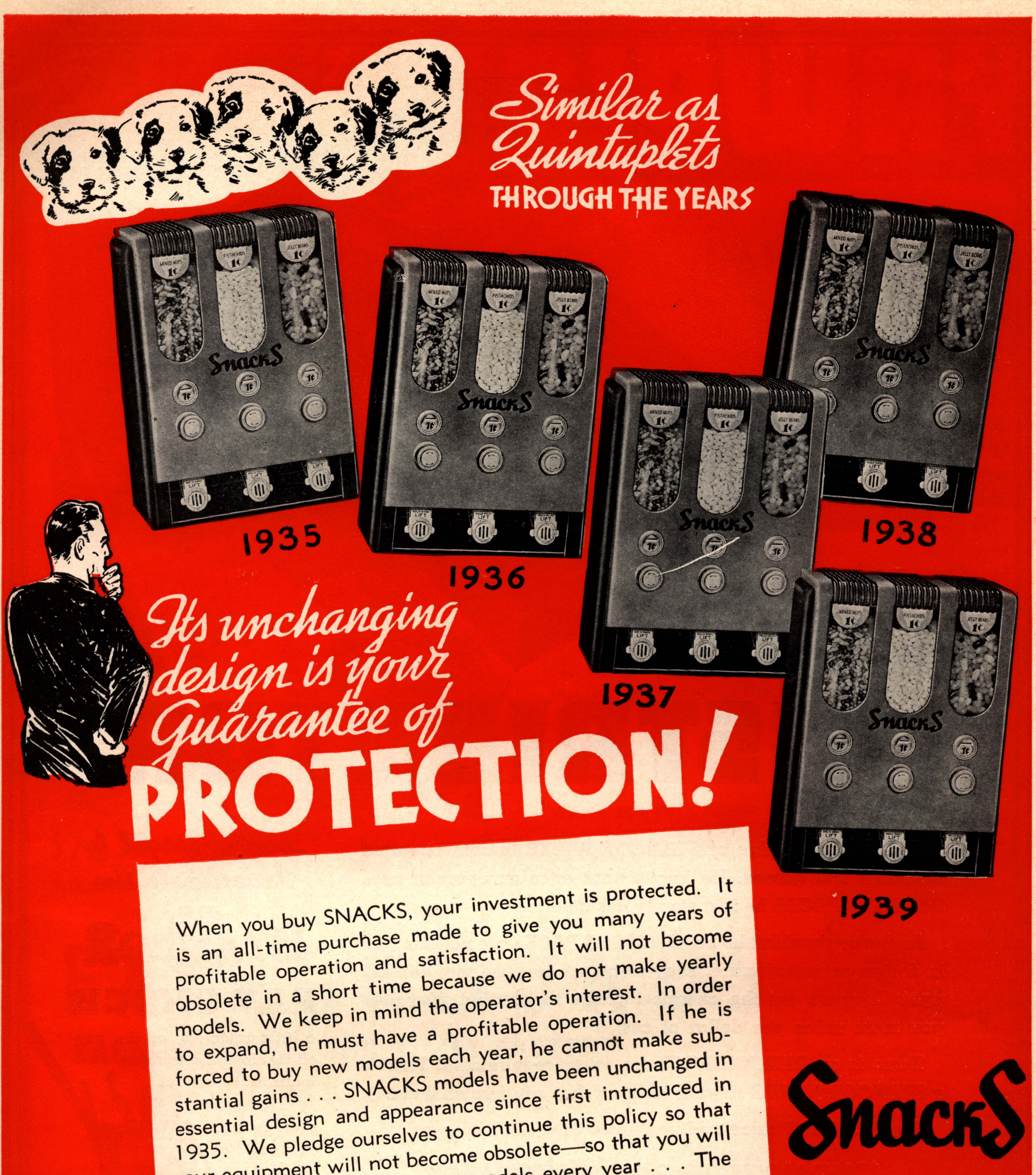
HOLLYWOOD HOWLS

24 Snappy Cartoons in a convenient vest pocket size, with your greeting imprinted on the back cover.

$3.75 per hundred
Sample 5c

ORDER NOW

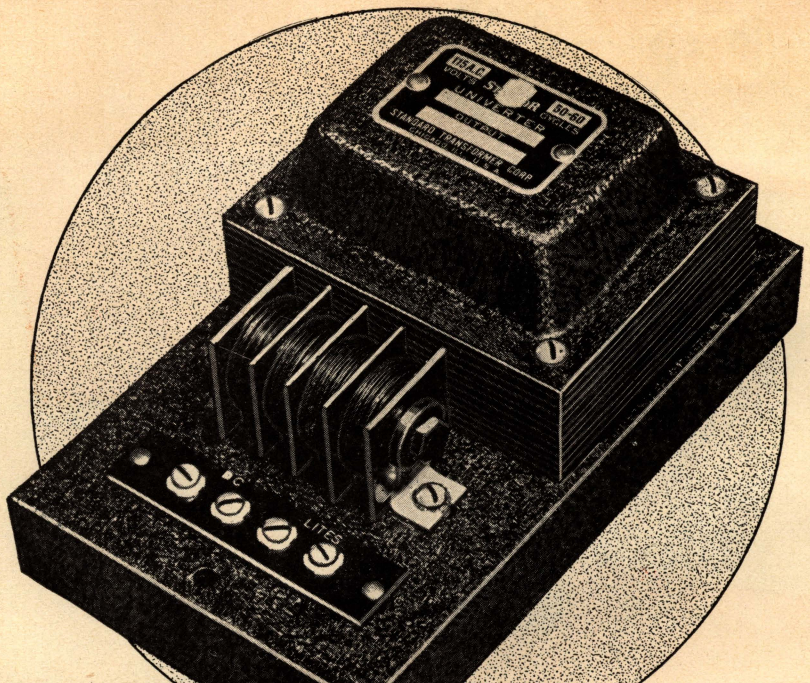
COIN MACHINE REVIEW
1113 Venice Blvd. Los Angeles, Calif.


Similar as Quintuplets
THROUGH THE YEARS
1935
1936
1937
1938
1939
SNACKS
Its unchanging design is your Guarantee of
PROTECTION!
THE ARISTOCRAT of VENDING MACHINES

When you buy SNACKS, your investment is protected. It is an all-time purchase made to give you many years of profitable operation and satisfaction. It will not become obsolete in a short time because we do not make yearly models. We keep in mind the operator's interest. In order to expand, he must have a profitable operation. If he is forced to buy new models each year, he cannot make substantial gains . . . SNACKS models have been unchanged in essential design and appearance since first introduced in 1935. We pledge ourselves to continue this policy so that your equipment will not become obsolete—so that you will not be compelled to buy new models every year . . . The purchase of SNACKS is **real protection**—this year—next year—every year.

SNACKS

Manufactured by
TRIMOUNT
COIN MACHINE CO.
1292-98 Washington St.
Boston, Mass.



Ask your DISTRIBUTOR

HE knows the value of STANCOR PACKS in coin operated machines and games. He knows that once an operator uses STANCOR PACKS he is a steady customer.

And why shouldn't he be? STANCOR PACKS are not skimped in design or manufacture. They stand up because they're built right. They are not the cheapest packs to buy but they give you more miles per dollar of cost.

There is a STANCOR PACK for every requirement. There's a STANCOR JOBBER in your territory that can furnish them.

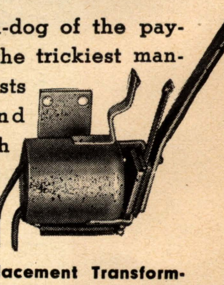
Buy STANCOR *once* and you'll use STANCOR always.

STANDARD TRANSFORMER CORPORATION
850 Blackhawk Street, Chicago, Illinois

STANCOR
POWER PACKS

Don't Forget to Investigate the

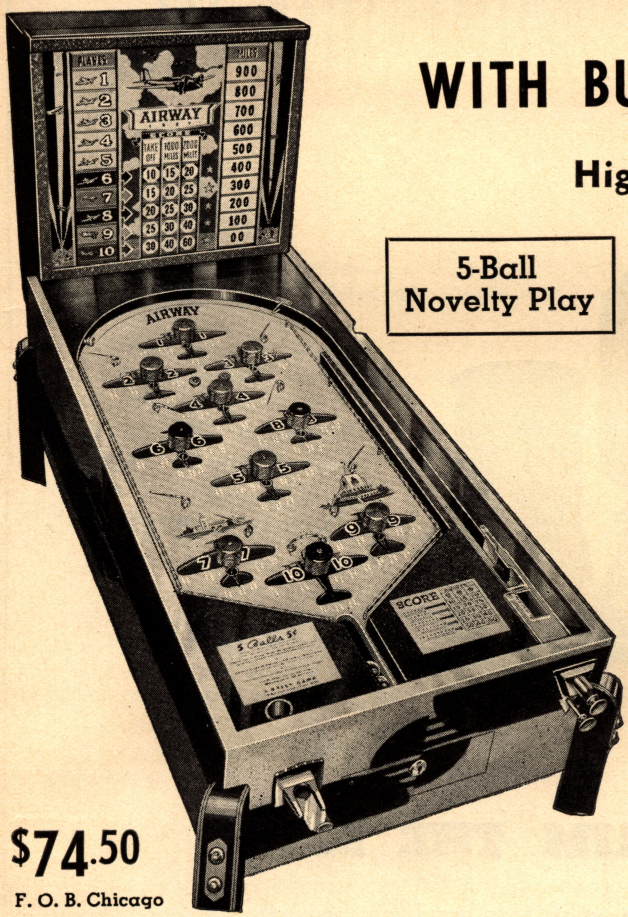
STANCOR PAY CHECK



A little watch-dog of the pay-off that foils the trickiest manipulator. It costs so little and saves so much you can not afford to be without it.

STANCOR Replacement Transformers are available for all makes and models of coin operated machines.

Bally's 1937 AIRWAY



5-Ball Novelty Play

WITH BUMPERS THAT LIGHT UP!

Rotation Line-up Skill Appeal!
High Score Appeal! Last Ball Suspense!

Bally's 1937 AIRWAY has everything! ILLUMINATED BUMPERS! GIANT BUMPERS! DOUBLE ACTION BUMPERS! Rotation Line-up SKILL APPEAL and PROGRESSIVE AWARD SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! The ODDS CHANGE by skill . . . and new SCORE BOOSTER feature has all the thrills of WIN-PLACE-SHOW idea of popular payout games!

No wonder 1937 AIRWAY operators are reporting even bigger collections than on Bumper! ACT QUICK to get your share of the biggest novelty profits in years. Order 1937 AIRWAY today!

$74.50
F. O. B. Chicago

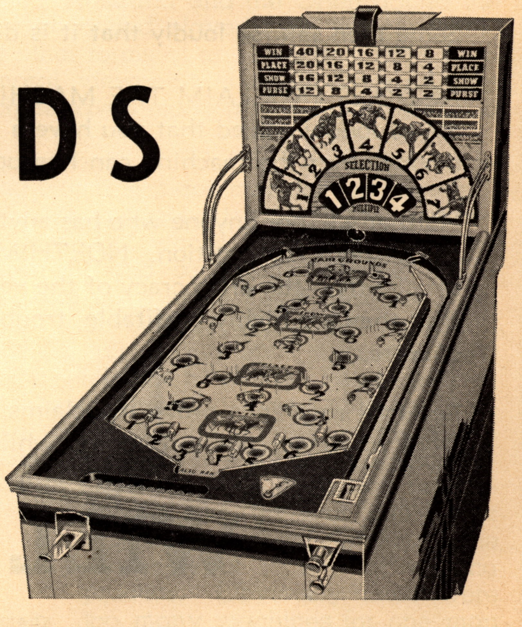
WRITE FOR FULL COLOR CIRCULAR ON SUM-FUN and NUGGET COUNTER GAMES
RAY'S TRACK • RELIANCE • BALLY BABY

FAIRGROUNDS

EARNS MONEY FOUR TIMES FASTER!

Takes in 4 nickels per game. Multiplies payout by number of coins played. Fast one-shot play with Odds Changing and 1 to 7 selections for each coin played. Pays on Win, Place, Show and Purse, $8.00 Top. Now 8 months on location, still going strong!

WRITE FOR PRICE



Bally MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS
EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.

YOU CAN BANK ON A BALLY GAME

Northwestern

PISTACHIO NUTS
PENNY
NICKEL
FRESH SALTED PEANUTS
PEANUTS 1¢
PEANUTS 1¢

Remember, friends, you cannot buy a better vending machine than **NORTHWESTERN.**

Home of the **SEKO TOY PACK.** Made for Northwestern. Sample Box—$1.25, postpaid. Stamps or money order.

ACTIONS PROCLAIM THE MAN!

Some men talk so loudly that it is difficult to see what little good they may do.

ACTIONS PROCLAIM THE MACHINE, TOO! Sometimes the claims for a vending machine are so loudly voiced that you have a right to suspect there is a reason; you have a right to wonder whether the machine can live up to the claims made for it.

Neither we, nor anyone who has anything to do with NORTHWESTERN merchandisers, needs to outshout competition. NORTHWESTERN vendors welcome all competition. And quietly, efficiently—the aristocracy of the vending machine line—they prove the claims made for them that they are highly profitable, trouble-free, and all in all the most satisfactory machines to operate.

Let trial machines prove the claims made for NORTHWESTERN—and add to your income, from whatever source it comes, while the proof is being shown you.

WILL P. CANAAN

Authorized NORTHWESTERN *Distributor*

1347-49 W. WASHINGTON BLVD.　PRospect 4912　LOS ANGELES

SO YOU THINK IT'S A RACKET?

By H. L. MITCHELL

I'VE been called a racketeer. I've been termed a gambler. I've been asked how much we "pay off."

And all because I'm connected, in a sort of way, with the coin machine industry, the business that has developed the use of coin controlled devices to the point where amusement, recreation, service and the receipt of merchandise may all be gained by the drop of a coin in a chute.

Gentlemen, I'm no racketeer. I don't gamble—neither in coin machines, nor on the ponies, nor on anything else you could name. I don't even bet on the weather—particularly not in Southern California. Above all, the only pay-off with which I'm concerned comes at the middle and end of the month when I get a salary check and go out with it to appease the merchants from whom I have bought things.

Briefly, my connection with the coin machine industry involves the production of a trade magazine which goes to a majority of the men in this country who own and operate coin controlled devices, and pursuant to those duties I write and edit news copy and feature material, prepare advertising copy and layouts, build advertising and subscription promotions and, in short, do the numberless things centering not around the coin machine industry but around the publishing business. From that point of vantage, you may be certain, I get a view of the coin machine picture as a whole that is obtained by few actually in the business. It's an interesting picture.

If you want to trace it down you can find records of coin operated devices before the time of Christ. As early as 1825 someone in this country made a machine for selling chewing gum. But, according to existing records, the first modern coin operated device of commercial importance was attributable to a twenty-year-old English boy, one Charles Fey who now, at 76, lives in San Francisco. Of a mechanical and inventive turn of mind young Fey crossed the Atlantic shortly before his twentieth birthday and settled in Wisconsin with a vision of bigger opportunities in America than seemed to exist in his and London's Cheapside.

The first proof of his ability came when he conceived, created, patented and sold to a Chicago manufacturer a beam scale. Then, with the thousand dollars which his invention brought, he returned to new fields. Punchboards were popular in those days and Fey wondered why a machine couldn't be constructed to perform the same function, and profitably.

Finally, out of a lot of cogs and gears came the first coin operated device, a dial machine called "Horseshoes." Then he drifted west and went to work on a new machine that would use the same principles but with the added feature of paying out an award to fortunate winners. It took time, and once a stern-faced landlady threw him out for "making such a racket at three o'clock in the morning" (to which he meekly replied, "How did I know what time it was? My clock stopped.")

At last he had it. When the proper combination showed through a window a corresponding number of coins rattled down a delivery chute. He called it "Liberty Bell." It was, as you doubtless suspect, a "slot" machine, and it was the foundation of a new industry.

Fey tried out his machine in a San Francisco saloon—of which, then, there were a number. The results were surprising, and he went at once back to his shop to make more of them. Ship crews, drifting in to the Barbary Coast from Alaska, South America, Australia and the Orient found the devices fascinating and played them almost to the exclusion of other forms of amusement. Thus, from a strictly moral viewpoint, it might be said that the slot machine saved many a man from something worse.

Finally, after he had the town thoroughly covered, and had begun to place machines in surrounding areas, the job got to be too much for Fey and he hired an assistant whose sole job was to go into the basement and sort coins. Ripley would like this one, and it's true: In Fey's basement nail kegs lined the wall, bulging with coins—some full of nickels, others full of quarters. And after he'd been at it for a while the hired man began to complain about the quarter-kegs. It was so much trouble, he said, to go through the big piles and separate the two-bit pieces from the five-dollar gold pieces!

As interest in Fey's machine continued and increased the inventor built other types. From them developed the essentials of current advertising practice. Obviously there were too many machines for one man and a number of assistants to handle, particularly when the head man was mostly interested in creating. And men from other parts of the country had seen and wanted machines.

(Continued on Page 22)

The Associate Editor's college fraternity asked for a story about the coin machine industry for publication in the fraternity's national magazine. That account is published here to show the sort of publicity which the industry can have if it goes after it, and above all, the sort of publicity that is of real value to it.

CONTESTS--

First the Cigarette Manufacturers, Now the Coinmen. **CAMOA** *Builds Play, Good-Will.*

There IS something new under the sun, in spite of what the sages say, and that is the method of combining familiar elements with familiar settings, but in an unexpected manner. You, as a reader of the daily newspapers, are familiar with prize contests. Particularly are you familiar with the two cartoon contests, one completed and the other newly opened, sponsored by a cigarette manufacturer.

And you, as an operator or jobber, or as one connected in some way with coin machines, are familiar with marble tables.

These, then, are the familiar elements. The unexpected comes in the combination of the two. And the California Amusement Machine Operators' Association of Los Angeles is the instrument by which these elements were brought together. CAMOA not alone has determined to prove there is something new under the sun, but has decided at the same time to build itself an unusually large amount of good-will and a vastly increased following among players of marble games.

Old Gold's and CAMOA's contests are similar. Both use newspaper space to announce details, both offer awards for filling in the best answers to a series of cartoons. In one instance the contestant says something about Old Golds in answer to a comment from someone in the cartoon. In CAMOA's contest, likewise, one person in the picture has said something about marble games and the contestant simply fills in the empty balloon.

Chief difference in the two contests are: Old Gold's contest runs for fifteen weeks, CAMOA's one week each for four weeks; Old Gold's prizes total $250,000 (first prize $100,000), CAMOA's $20,000 (first prize each week $1,000); in Old Gold's current contest you smoke Old Golds, send in wrappers with each answer, in CAMOA's contest you play marble games, send in receipts showing that you've played.

Like Old Gold's second and current contest, which was planned as long ago as last April, CAMOA's board of directors considered a wide variety of plans, studied long, finally chose the one now in use as most satisfactory, both from a legal standpoint and from that of building up play on the games. And CAMOA Counsel Charles Cradick believes that the plan is entirely legal. Los Angeles' District Attorney Buron Fitts has intimated a similar belief.

Professionally planned, the success of the campaign will depend entirely upon the cooperation of members of CAMOA in selling it to locations, Cradick indicated, and this selling is entirely the operators' responsibility. With careful analysis it is evident that there are actually two motives behind the contest. First of these, of course, like Old Gold's, is to build up interest, to bring more profit to the operator; the second is prevention of petty losses. In the past there have been frequent instances of cheating and theft on the part of location owners, more often than not in the matter of payouts. Under the new plan, not only are payouts of any sort eliminated entirely, but the merchant in whose place a CAMOA machine is located has no choice but to be honest.

Under the method of operation CAMOA, which has copyrighted a new trademark and has planned its use in many ways during the run of the contest, has brought into Los Angeles 3,500 pounds of special tokens bearing the name of the Association. Instead of playing nickels or ordinary tokens, as so frequently happens, the player will use these special checks, buying them, at a nickel apiece, from the merchant, though he is not required to use them in the place where he bought them, nor at any one time. At the same time he buys the tokens with which he plays the games, he receives a corresponding number of receipts indicating his purchase, and with each answer to three cartoons he is required to mail in five receipts.

Still a further advantage of having the player step to the counter before he plays the game is the fact that all money is kept out of the cashbox, making the coin trays poor prey for would-be burglars.

These receipts which the merchant issues are charged to the proprietor at two-and-one-half-cents each, reducing the percentage in all instances. Thus, if, when the collector comes around, there are 100 of the man's tickets gone, he must account for $5. Fifty per cent of the amount is deducted for campaign expenses (the two-and-a-half-cents already charged) and the balance is divided between operator and location according to the usual percentage basis. The operator then leaves the place with seventy-five per cent of the proceeds, of which he turns over forty per cent to the campaign.

As a legal measure necessary in all contests to prevent classification of them as lotteries, CAMOA's contest bears the additional note that receipts are not necessary to enter; the contestant may, if he chooses, draw five reasonably accurate facsimiles.

First public announcement of the contest reached the public Monday, September 27, in the Los Angeles "Daily News," where there appeared a bold spread, reproduced herewith, covering six newspaper columns by ten-and-one-half-inches. Monday evening's "Herald and Express" carried similar space, and in ensuing days the "Times" and "Examiner" also had the ad. Later on in the week the various metropolitan papers had black column-length advertisements or bottom strips that the public couldn't miss seeing.

On location, Monday morning, early players were first struck with a window announcement of CAMOA's contest. Inside the location the message was repeated in cardboard posters placed above the backboard. On counters lay piles of flashy four-color bulletins folded once to make a four-page sheet measuring some eleven-and-one-half by sixteen-and-one-half inches. In bold letters came the announcement of the contest and the prizes offered in conjunction with it, a picture of a happy couple suddenly deluged with wealth, and the CAMOA trademark. Inside appeared the first week's cartoons and contest rules, and on page three a good substantial "plug" for the games. The back page plugged the contest more.

As an extra service to contestants, it was announced in the folder, players might procure addressed envelopes from the location in which to enclose their answers and their receipts. These, then, might be left with the merchant for delivery to CAMOA headquarters. If he preferred, the contestant might mail in his answers.

This step, however, was planned as a spur to locations to promote use of the games, for the merchant whose receipts win the most prizes for players gets $150, and second and third location prizes are $50.

●

Reproduction of CAMOA's newspaper announcements.

And, while hopeful marble game players looked forward to winning a thousand dollars for first prize, five hundred for second, two-fifty for third, one of ten hundred dollar awards or one of twenty fifty dollar prizes or even one of the five hundred consolation checks for two-and-a-half dollars, it was announced within trade circles that the contest had already cost more than $10,000 to put into motion with the expenditure of $7,300 for material (including about a million-and-a-half pieces of printed literature) and nearly $2,700 for the first week's newspaper insertions. Later, if present considerations become effective, radio will be used, and street car advertising cards, to promote the contest even farther.

At press-time it was too early to determine any results of the contest. Longer than any other, the first week's answers were allowed until October tenth for receipt. By Thursday of the first week, however, it was reliably reported that more than thirty-five of its two hundred or so cooperating members had sold out their supply of tickets and had re-ordered. About half of the members of the Associated Operators of Los Angeles County, likewise members of CAMOA, were participating in the plan in territories outside the city limits proper, and Manager Curley Robinson expressed himself wholeheartedly in favor of it.

Entire contest is copyrighted by CAMOA.

* * *

New Stenog: "I'm afraid I won't be much good at dictation."

Boss: "So you can't take it, eh?"

* * *

"When I get sore at myself, I call myself up on the phone and bawl myself out."

"I used to try that, but as soon as I answered the phone I'd hang up on myself."

CAMOA'S *BIG* $20,000.00 GOODWILL CONTEST

$5,000 IN CASH EVERY WEEK FOR 4 WEEKS!

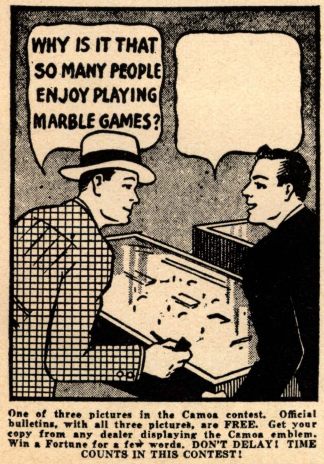
FIRST PRIZE	**$1,000.00**
SECOND PRIZE . . .	**500.00**
THIRD PRIZE	**250.00**
10 PRIZES $100 each	**$1,000.00**
20 PRIZES $50 each	**1,000.00**
500 PRIZES $2.50 each	**1,250.00**
533 PRIZES, totaling	**$5,000.00**

Enclose with your answers each week 5 CAMOA Cash Receipts, or facsimiles, to comply with Official Rules.

The World's Easiest, Fastest and Simplest Contest! No puzzles to solve! No brain teasers to fool you! No hours of tedious effort! A few simple words will win! Everybody has an opportunity! Somebody is bound to win. It might be you! Think of it! A fortune within your grasp for a few simple words!

BUT YOU MUST ACT NOW! FIRST WEEK'S CONTEST CLOSES MIDNIGHT — OCT. 10th — SEND IN YOUR ENTRY TODAY!

Get the full set of pictures and folder of Official Rules from any dealer displaying the CAMOA emblem.


WHY IS IT THAT SO MANY PEOPLE ENJOY PLAYING MARBLE GAMES?

One of three pictures in the Camoa contest. Official bulletins, with all three pictures, are FREE. Get your copy from any dealer displaying the Camoa emblem. Win a Fortune for a few words. DON'T DELAY! TIME COUNTS IN THIS CONTEST!

WHAT IS CAMOA?

CAMOA stands for an association of independent business men operating one of the world's greatest amusement enterprises—CAMOA self-played amusement games. Frequently called marble games—and featured by leading retail stores, restaurants, drug stores and other establishments.

CLEAN WHOLESOME ENJOYMENT! THRILLS! EXCITEMENT!

Millions are spellbound by this pastime. CAMOA stands alone in the amusement field as an outlet for pent-up emotions and tired exhausted nerves. It offers solace from every-day cares and worries. And best of all CAMOA is inexpensive -- a dollar's worth of amusement for a nickel.

NOT COIN GAMES

CAMOA games are not ordinary coin-operated devices; they are operated by special tokens sold only by CAMOA dealers. You can obtain the tokens from your corner drug store, restaurant, or hundreds of leading merchants everywhere in Los Angeles who display the CAMOA emblem. With each token you are issued a cash receipt for your purchase, the same as other merchandise. You may purchase CAMOA tokens in any quantity. It is not necessary that you use all the tokens—or any of them in the place you purchase them. The tokens are good any time in any place in games bearing the CAMOA insignia.

USE YOUR CAMOA CASH RECEIPTS IN THIS THRILLING CONTEST!

Each time you purchase a CAMOA Token your dealer issues you a CAMOA sales receipt. Five of these receipts, or reasonably accurate hand-drawn facsimiles, entitles you to enter the big CAMOA Goodwill Contest. $5,000.00 in Cash Awards each week for 4 weeks. Select either method you choose—but be sure to make your first entry before midnight, Sunday, October 10th. **You may win a fortune for a few words!**

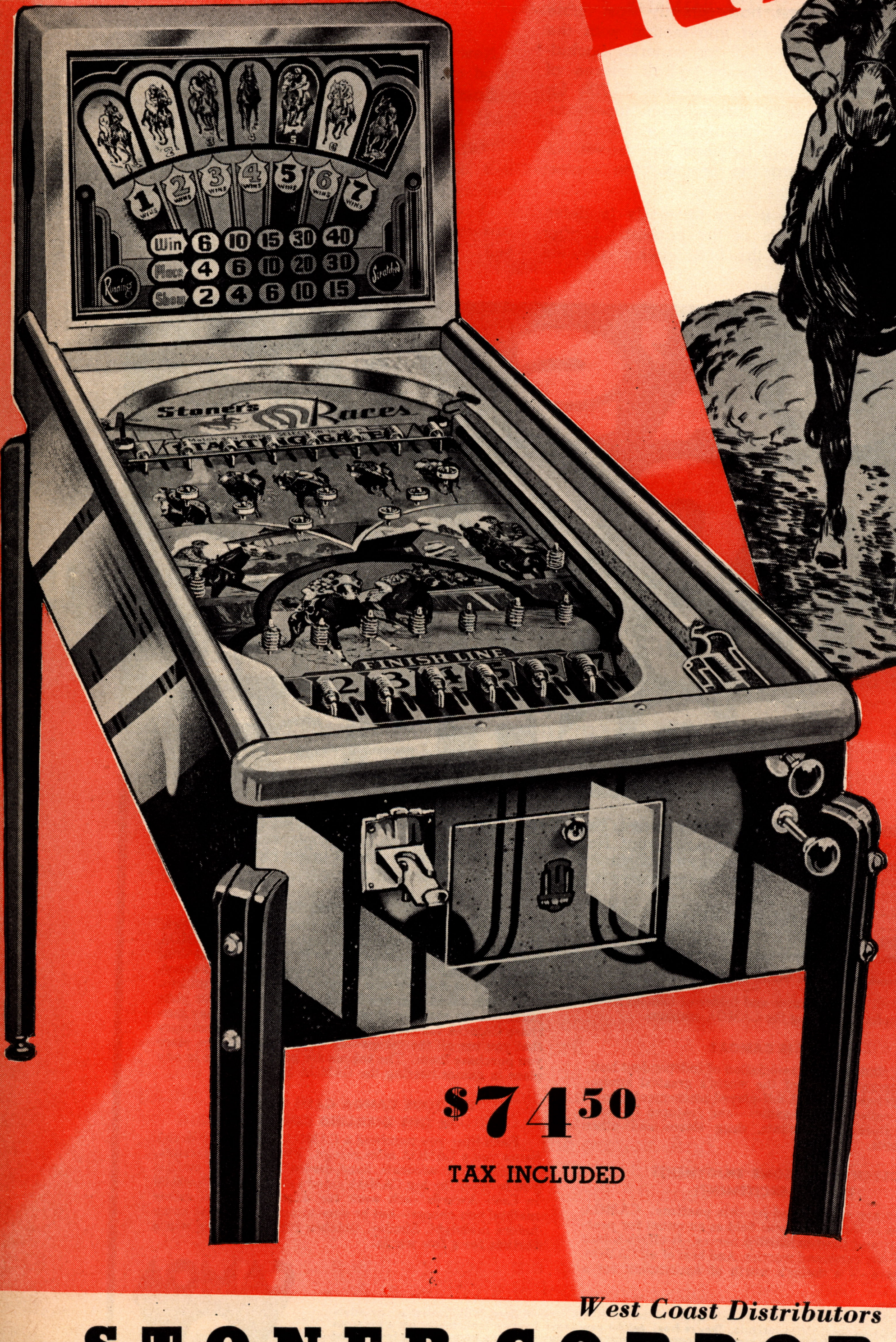
CAMOA

GET BIG PICTURE FOLDER with full details of the CAMOA $20,000.00 Good Will Contest at any establishment displaying the CAMOA insignia. **They're Free! Ask for your copy!** Every establishment has a generous supply. Get yours today! Fill in the answers at once! It's your opportunity to win a Fortune for a few words! Don't miss it! Have loads of fun playing CAMOA. And more fun entering the easy-to-win Contest. Be sure to follow the simple rules. Submit as many sets of answers as you wish. Remember, $5,000.00 in Cash Prizes Every Week for 4 Weeks. Everybody is invited to participate. Anybody may enter. And there's nothing to buy. You have your choice of methods to qualify. Get a picture folder and complete rules FREE! Look for the CAMOA Emblem. **All entries in first week's contest must be in by midnight, Sunday, October 10th.**

GET YOUR ENTRY BLANK AT YOUR DEALER DISPLAYING THE CAMOA EMBLEM

This Contest Copyright 1937, in its entirety, by Camoa, L. A.

Stoner's RACES


Win 6 10 15 30 40
Place 4 6 10 20 30
Show 2 4 6 10 15
Stoner's Races
Starting Gate
Finish Line

$74.50

TAX INCLUDED

Lashing quirts and straining horses. Stoner's Races sets the paces for a bigger profit-maker! Sport of Kings, this Stoner's Races.

Five Ball Play.
Decidedly Skill.
Takes in Up to Three Coins on Every Play.
Skill Points Up to 40 to 1 (Adjustable).
Mechanically Perfect.
Lift Out Playing Board.

ORDER TODAY!

West Coast Distributors

STONER CORPORATION AURORA ILLINOIS

Advance Automatic Sales Co.
1021 Golden Gate Avenue
San Francisco, Calif.

Irving Bromberg
1481 W. Washington Blvd.
Los Angeles, Calif.

Western Distributors, Inc.
3126 Elliott Ave.
Seattle, Washington

Keep the Nickels Rolling

advises CHARLES H. OPPENHEIMER, president, Designers for Industry, Inc., and mentions a point that will help to do it.

RIGHT AT THE START let's get down to fundamentals. From the operator's viewpoint, at least, there is only one reason in the world for the existence of coin machines, and that is their ability to lure coppers, nickels, dimes and possibly two-bit pieces from the patrons of game emporiums, drug stores, bars and other places of trade. The efficacy of their lure is contingent upon many things—the place, the time, the players and, of course, the type of game or merchandise service rendered—and their physical attractiveness.

Some machines pull a great deal better than others. This is a matter that largely rests with inventor-psychologists in the exercise of their ingenuity in devising service or play-appeal along with the structural eye-appeal of the machine. The corner druggist may confide that a simple marble game in which players test finger feel against the resistance of a marble propulsion spring is worth a "couple of hundred dollars a month."

Again, some store owners will tell you that certain machines are "no good at all," meaning that they do not attract users. This is true of both game and vending machines. In many instances there is no question as to the desirability of service rendered, or, so far as players are concerned, the popularity or interest holding qualities of a game or test of skill. But the machines are not "doing the business."

Where does the trouble lie? The machines are inanimate things, responding only to the drop of a coin. The fault lies with those who make the machines and those who offer their services. Patronage and income are lost for the simple reasons of obsolescence, lack of eye-appeal and because the makers have not paid heed to the power of style and physical attractiveness in game and vending machines to lure a beauty-conscious public. Many of the new devices now being put on the market will not yield the greatest possible return for the reason that the physical design thereof, in correlation with the functions of the machines, does not command attention.

Also, the factor of obsolescence, of being out of date, is one of the greatest enemies of the coin machine business, especially as regards vending machines, yet some manufacturers seem content with old styles and old models. They think in terms of materials, production and standardization. They have ignored the most important factor in their sales program—namely, the ultimate user. And the proprietors of the retail outlets and pleasure emporiums have near-sightedly ignored the fact that their customers are most effectively induced to drop coins by something new, something different—not merely in kind of game or service, but in point of physical attractiveness. They are losing money because their old machines lack the allure of eye-appeal. Eloquent testimony to this is the countless number of idle machines that seldom click to the fall of a coin.

The public wants something besides a box with a coin chute in which to deposit money. It ignores the ugly, unattractive machine. It wants to be served by or play with something that is smartly styled, something that is new and modern, and it willingly pays for the privilege. The sound stimulation of house furnishings, clothing and other markets by new styles and designs is evidence that the public is responsive to beauty. Even the buyers of industrial equipment are influenced by beauty in such cumbersome things as tractors to whose streamlining is attributed a wholesome increase in sales.

In other words, the investors of nickels and dimes and quarters in coin machines are beauty-conscious. They are lured by beauty and there is no question that there will be a far greater flow of coins into the devices when manufacturers give more thought to smartness of design and eye-appeal in their equipment, and when merchants and others exercise the good judgment to replace the old with the new.

A striking example of the success of coin machine design for eye-appeal is the new penny weighing scale recently introduced by a Chicago company. In styling this scale, the designers capitalized upon three elements not usually associated with machines of this sort; they are motion, light and color contrast, and streamlining. The motion eye-catcher is a lighted rotating drum in the top of the scale, which carries colored advertisements and stops intermittently to permit a clear view of each advertisement. The attractiveness of the rotating drum is enhanced by the brilliant green porcelain enamel finish of the scale body and the chromium finish of head and platform.

Results are what count. Tests of this new scale in Chicago's leading hotels demonstrated that it had three to four times the penny-pulling power of ordinary scales. It is an excellent example of the value of designing for eye-appeal by men skilled in art and design and sales psychology, to create new revenue.

It would pay manufacturers, jobbers and distributors to make a more frequent check on the first inclinations of patrons in places where equipment is played, for there they would learn that the well-

(Continued on Page 44)

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3. 1933

Of COIN MACHINE REVIEW, published monthly at Los Angeles, California, for October 1, 1937.

State of California, }
County of Los Angeles } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Paul W. Blackford, who, having been duly sworn according to law, deposes and says that he is the owner of the COIN MACHINE REVIEW and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in Section 537, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are

Publisher—Paul W. Blackford, 1113 Venice Blvd., Los Angeles.

Editor—Paul W. Blackford, 1113 Venice Blvd., Los Angeles.

2. That the owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Paul W. Blackford, 1113 Venice Blvd., Los Angeles, Calif.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.)

None.

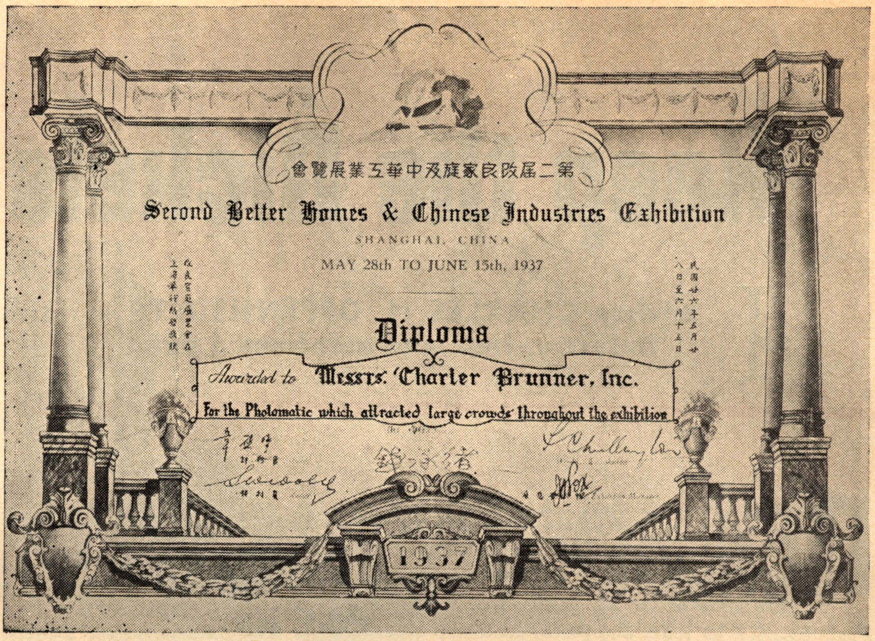
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as stated by him.

PAUL W. BLACKFORD.

Sworn to and subscribed before me this 20th day of September, 1937.

(SEAL) P. A. BAER.

(My commission expires January 11, 1939.)



第二屆改良家庭及中華工業展覽會

Second Better Homes & Chinese Industries Exhibition

SHANGHAI, CHINA

MAY 28th TO JUNE 15th, 1937

Diploma

Awarded to Messrs. Charles Brunner, Inc.

For the Photomatic which attracted large crowds throughout the exhibition

1937

In Shanghai, from May 28 to June 15 there was held the "Second Better Homes and Chinese Industries Exhibition" and one of the biggest attractions there was an International Mutoscope Reel's Photomatic machine, in token of which the above diploma was issued. Copy of the certificate reached Mutoscope's New York offices some weeks after Shanghai had literally been blown to bits by Japanese bombardments, and needless to say created a sensation. Whether the machine escaped effects of the aerial bombing or not is unknown.

Daval Adds

new counter game.

CHICAGO.—Now in top speed production on Reel Spot, Daval Mfg. Co. has just announced a new counter device claimed to be a "perfect companion to Reel Spot." Called Daval Derby, machine is of the "lay-down" type and is an eight-coin racetrack game which can be played simultaneously by that number of players. A four-way chute takes any coin from a penny to a quarter.

In a modernistic grained wood case with chrome railings, Daval Derby is said to have a flashy, attractive and colorful appearance. Eight miniature horses actually run around a circular track and stop at win, place and show; odds range from 2—40 to 1. ●

Canadian Distributor

named by Rock-Ola.

TORONTO, Ontario, Canada.—Headed by George H. Pickett, well-known Canadian coinman, and with spacious offices and display rooms located at 287 Victoria Street, the P. and H. Coin Machine Company has been named Canadian Distributor for Rock-Ola phonographs.

Pickett, who was born in Toronto, is also the proprietor of Parliament Electric Co. Firm for twenty years has been electrical contractors operating under license and approval of the Hydro-Commission. That background, Rock-Ola officials believe, makes him ideally fitted to handle the Rock-Ola distributorship. ●

* * *

Bachelor Uncle: "Baby six weeks old, you say. Talk yet?"

Proud Father: "Oh, no, not yet."

Bachelor Uncle: "Boy, eh?"

SPORT FOR THE SPORTSMAN

PROFITS FOR YOU!

SPORTSMAN

No. 717 600 Holes

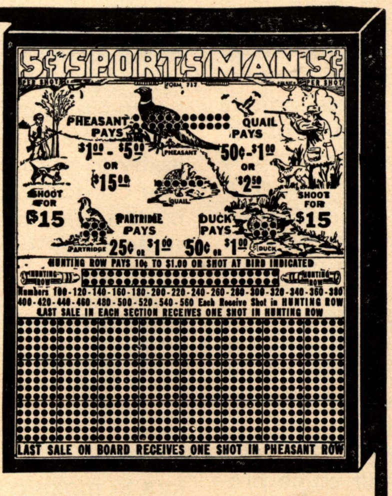
Takes in $30.00

Average payout . . 13.35

Average gross profit $16.65

A NEW THIN HARLICH JACKPOT BOARD THAT IS SWEEPING THE COUNTRY

Write for details


5¢ SPORTSMAN 5¢
PER SHOT
FORM 717
PER SHOT
PHEASANT PAYS
$1.00 - $5.00 OR $15.00
PHEASANT
QUAIL PAYS
50¢-$1.00 OR $2.50
QUAIL
SHOOT FOR $15
SHOOT FOR $15
PARTRIDGE PAYS
25¢ or $1.00
PARTRIDGE
DUCK PAYS
50¢ or $1.00
DUCK
HUNTING ROW PAYS 10¢ TO $1.00 OR SHOT AT BIRD INDICATED
HUNTING ROW
HUNTING ROW
Numbers 100-120-140-160-180-200-220-240-260-280-300-320-340-360-380 400-420-440-460-480-500-520-540-560 Each Receive Shot in HUNTING ROW
LAST SALE IN EACH SECTION RECEIVES ONE SHOT IN HUNTING ROW
LAST SALE ON BOARD RECEIVES ONE SHOT IN PHEASANT ROW

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd.
CHICAGO, ILLINOIS.

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500	Texas Operators	$10.00
298	California Operators	2.00
154	Tennessee Operators	1.00
92	Louisiana Operators	1.00
108	Oklahoma Operators	1.00
112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130	Kentucky	1.00
200	Missouri	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave. Chicago, Ill.

NEW POK-er-Bok
PAYS $6.00 MORE PROFIT

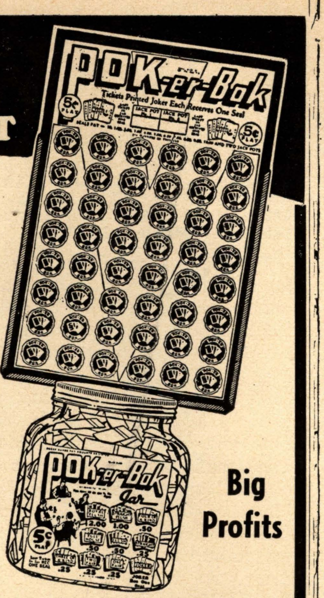
AVERAGE OPERATOR'S PROFIT
WAS $28.00 . . . NOW $34.00
SAME LOW COST TO YOU!

A BIGGER MONEY-MAKER than ever before! New LOW-COST POK-er-Bok Jar Deals NOW pay operator average profit of $34.00 a deal. At NO extra cost to you, 120 MORE Tamper-Proof Tickets have been added. Only one deal a day can bring in $1,020.00 profit first month.

NEW
TAKE & PROFIT-Payout Same!
2160 Tickets @ 5c.............. $108.00
Average Payout 74.00
Average Profit Per Deal........ $ 34.00

Quick Thinking Operators — Act Now!
START NOW. Get New POK-er-Bok on every location. "Red Hot" right now! Send TODAY for complete details. Attractive, big profit operator and distributor discounts.

WERTS NOVELTY CO., Inc. Dept. C.M.R.-10
MUNCIE, IND.


POK-er-Bok
Tickets Printed Joker Each Reserves One Seal
POK-er-Bok Jar
5c PLAY

Big Profits

SENSATIONAL SELLER
127 Prizes to $10 each

Columnists

kind to coin machines.

LOS ANGELES.—You may prefer some other paper to the Los Angeles "Times," but in this part of the country, at least, it is probably the most favorable to coin operated equipment. And that is because Columnist E. V. "On the Side" Durling has been given a free-hand and says about what he pleases. Most recently it was this comment:

"So the gendarmes are taking marble and pin games out of stores. These games, I am told by merchants, promote trade. If theatres can run keno nights, bingo nights, bank nights and sweepstakes nights to promote business, why can't drug stores have marble games? . . ."

Thanks, Mr. Durling!

A few days after Durling's kindly remarks had been made, another "Times" columnist, a man who edits a page of localized news from all over Southern California, printed this bit in his "Along El Camino Real with Ed Ainsworth:

"Now that the $2 pari-mutuel season is well under way again at various places in the country, the hue and cry—as for instance at Huntington Park—is being raised again against nickel marble machines.

"A large reward will be paid by this department for a satisfactory definition of gambling, covering this situation."

Thank **you**, Mr. Ainsworth. And this publication would be inclined to add to that reward, and so, judging from his remarks at the organization meeting for the State Operators' Association, would CAMOA's counsel, Charlie Cradick. ●

Newspaper Vendor

pleases Canadians.

MONTREAL, Canada. (RC)—One of the most highly appreciated coin machines by the general public in Montreal is that installed on street corners in suburbs and residential districts for vending a local daily newspaper. It is a regular coin operated vendor and possesses the advantage that it delivers an absolutely clean and fresh copy of the newspaper, folded in half, whereas papers purchased from small shopkeepers in suburbs often show signs of having been opened and read or otherwise carelessly handled and are not always clean. The machine has another much valued feature, a corrugated strip on which smokers are invited to scratch their matches. ●

Andrews Boys

have good season.

DENVER. (RC)—Two operators who know how to handle coin machines at a resort so that they return year after year, pleasing everybody, are Ray and George Andrews at Eldorado Springs, in Boulder County about 30 miles north of Denver.

The Andrews boys have been "on the road" for several years, but, with the onset of the depression, the going was getting rather rough. "So," related Ray, "we decided to settle down and avoid the overhead of moving from place to place. The Eldorado Springs resort had burned down in 1929, and a brand new plant had been put up for 1930. We obtained the concession and have returned each year. There has never been any big money here, but we have had fair to good seasons. Much of this summer I have had full charge, while George has been out making fairs and community events around the state."

How does an "op" handle a coin machine concession at a resort so that each year he is welcomed back heartily? The COIN MACHINE REVIEW correspondent, observing the Andrews boys, analyzes the trick as follows:

1. Make friends with everybody. These boys are gentlemen. They always have a smile. If any questions arises, they adjust things in a nice way.
2. Be on the job yourself to make friends and to see that everything goes along right.
3. Run the kind of coin machine concession that your territory wants. The Andrews layout at Eldorado Springs this summer is pretty much a skill-game proposition. That is what Boulder County wants. Nine miles from Eldorado Springs is the city of Boulder, with some 15,000 people, including, in summer, about 4,000 summer students. Into Andrews machines go a lot of pennies and nickels from Boulder, and this famous university town likes the way the concession is conducted.

June, July and August and through Labor Day in September makes the Eldorado Springs season. Contrary to the business pattern of Estes Park, Grand Lake and most Colorado resort cities, the activity pattern at Eldorado Springs always shows the largest volume of business done in June, This is largely due, perhaps, to the fact that tourists are not much of a factor. Besides drawing from Boulder and Denver, the Springs have quite a following in the "coal camps"—Lafayette and Louisville—of Boulder County. ●

* * *

Mistress: If the master brings some more of his friends to dinner tonight, Mary, are you sure you're ready?

Cook: Quite sure, ma'am. My trunk's all packed.

JOIN
At the Helm – in time of need

The VENDING MACHINE Co.

PROFITS FOR OPERATORS
WRITE FOR LATEST PRICE LIST
NEW AND USED MACHINES

Coin Operated Machines
Slot Machines
Marble Games

The South's Largest Distributors for the Worlds Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES
205-215 FRANKLIN ST. FAYETTEVILLE, N. CAR.

Northwest Phono Notes

SEATTLE. (RC)—Al Muir, manager of the Seattle branch of the American Record Corp. of Calif., departed for San Francisco September 25 for a conference with American Record's executives.

Since disposing of all other types of equipment and specializing on phonograph operating, Frank Countner has been building up a fine music route and is without a doubt Seattle's up-and-coming young operator.

Fred Fields, Northwest Wurlitzer representative, has enlarged his quarters and taken over another room to keep pace with his growing organization. . . . Incidentally, Fred tells us that the new 616 A Wurlitzer phonograph with Lucite Bars, is the reigning sensation in music circles in the Northwest. . . . In the short time the new model has been on the market, its sales have been nothing short of phenomenal.

When it comes to picking nickel-getting records for specialized locations, Mrs. Charlie Schaefer comes in for a round of applause. . . . One of the reasons Charlie has been progressing so rapidly in this section can be traced to the quiet, common-sense counsel of his wife, who works side by side with him.

Spokane is the leading Eastern Washington automatic music center, with Ed Perry, Earl Emery, and Ed Lavell going to town in a big way.

It really happened! No foolin', someone actually got this chap Bill Roy to smile. When it comes to dead-panned operators, no fellow in the game can even approach Bill, who gives the appearance of being a minister 24 hours each day. But behind that expressionless countenance lurks a keen mind and a quick brain. ●

USED MACHINES

●

Get our prices FIRST.
Bargains in all types of coin-operated equipment:

AUTOMATIC PAY TABLES
NOVELTY GAMES
RADIO RIFLES
PACES RACES
DIGGERS

●

Write for list TODAY!

●

ACME AUTOMATIC AMUSEMENTS
2632 E. 7th St. Long Beach, Calif.
Phone: 815-33

Cigarette Merchandisers' Association of New Jersey

President—Charles W. Stange; Vice-President—HARRY P. CATELY; Treasurer—MAX JACOBOWITZ; Secretary—MICHAEL LASCARI; Sergeant-at-Arms—NICHOLAS MARINO; Counsel—SOL L. KESSELMAN; Manager—LE ROY B. STEIN; Offices: 60 Park Place, Newark, N. J.; Telephone: MItchell 2-4308.

The Promotion Committee headed by John Sharenow is arranging a series of educational talks to be given by outstanding members of the automatic merchandising industry at meetings of the Association.

At the meeting before last, Rex Dennent of the Eliel Loeb Co. spoke on "Insurance Problems of the Vending Machine Operator" while Abe Blumberg, sales manager of the Maryland Match Co., discussed the "Burning Question." Both talks were so well received that the Promotion Committee voted unanimously to continue the program. At the last meeting, held September 28, Harry Greenberg, familiarly known as the "Match King" spoke on the advantages of trade association membership, while Leonard Zeigler owner and manager of the Leonard Sales Co., read a paper on "Accounting Practice for the Automatic Vending Industry."

In keeping with this policy the Committee has in mind to invite several prominent men in the industry to discuss problems of common interest. Since these talks are given before the meeting is in progress, visitors may be permitted to attend upon application to the Association Office.

Managers of other Associations allied with the automatic merchandising industry are invited to mail papers to the office to be read by the committee at the meetings.

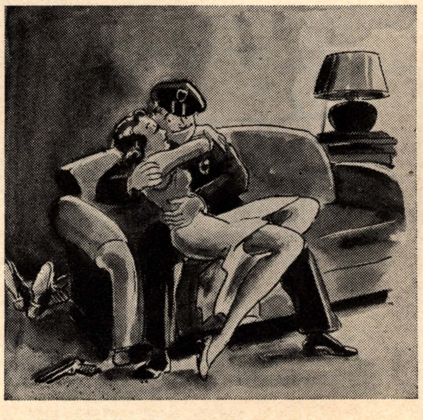
In order to foster a still better spirit of cooperation, the committee is planning a dinner and dance to be given at a local night club sometime in November, to which invitations will be extended to those associated with the industry. The expense will be born by a subscription by each member and their guests. Corsages will be presented to the ladies. A record attendance is expected due to the success of the First Annual Outing which this committee conducted. ●

* * *

"I'd like to sell you this set of encyclopedia."

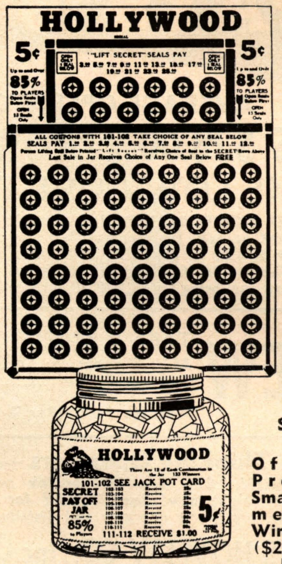
"No sale. I know more than any encyclopedia."

"I admit that. But I thought you'd get a thrill going through it and picking out all the errors."



"So he tried to shoot you with his gun, did he?"

A NEW STAR



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DEAL TAKES IN (2280 @ 5c) . . $114.00
AVERAGE PAYOUT 70.00

AVERAGE PROFIT . . . . $ 44.00

Write for Quantity Prices.
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MONARCH COIN MACHINE CO.
Distributors
1731 BELMONT AVE. CHICAGO

A judge threatened to fine a lawyer for contempt of court.

"I have expressed no contempt for the court," said the lawyer; "on the contrary, I have carefully concealed my feelings."

* * *

A woman will starve herself so that she may get into a certain gown she has set her heart on. And a man—poor devil—has to starve himself so she'll have the gown to get into.

* * *

"Had Solomon a favorite wife, Daddy?"

"If he had, my boy, she must have been one in a thousand."

* * *

"We oughtn't to get drunk tonight; we've been plastered five nights already this week."

"Whatta' ya' mean, five? It's only four."

"I was countin' tonight."

National Distributor Wanted

A tested and proved Hershey's Penny Bar Vending Machine . . . profitable, practical, simple to operate, needs national distribution. An excellent opportunity for a reliable, responsible man with initiative, some capital and experience. For more complete details write, giving references, to

American Coin Machine Co.
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356 Cumberland Road Glendale, California
All replies will be treated with strictest confidence.

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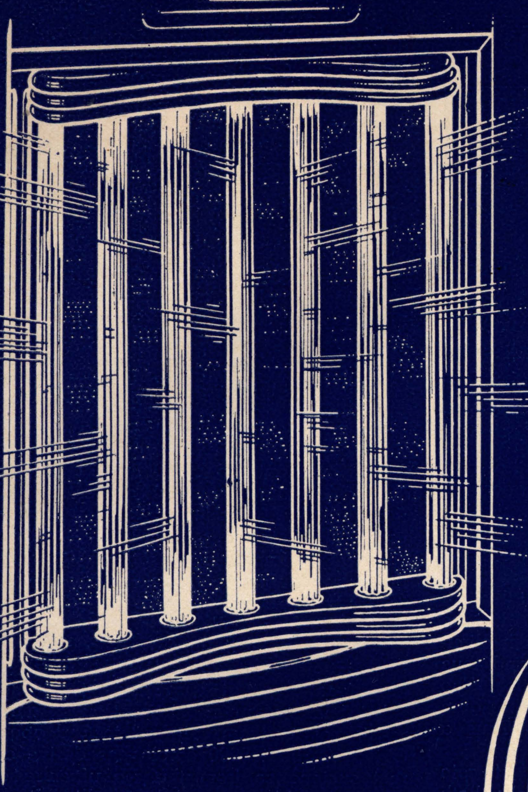
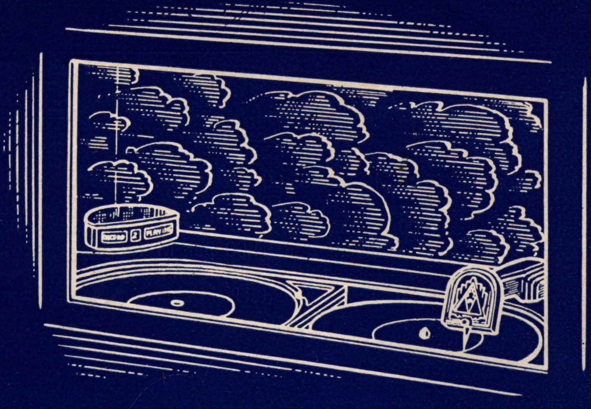
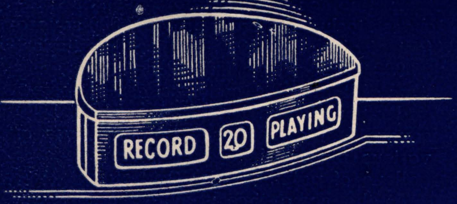


LUMALITE GRILLE


RECORD 20 PLAYING

ROTO-COLOR LIGHTING


RECORD
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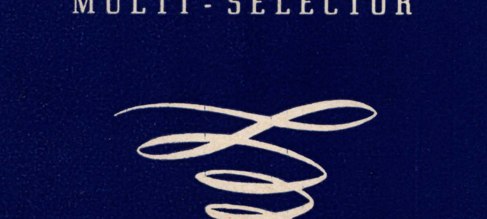
ILLUMINATED
RECORD PLAYING
INDICATOR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ROYALE *and* REX

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5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
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GOOD FOR AMUSEMENT ONLY

Nickel plated checks add $1.00 per M to above prices.
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.
NO CASH VALUE-SOLID OR WITH HOLES

SO YOU THINK IT'S A RACKET?

(Continued from Page 13)

So Fey began to manufacture equipment in earnest, sold it, and the men who bought the devices became known as "operators." Today the picture is unchanged, save that where there was one manufacturer there are many; where there were a few operators now there are thousands, and many of these have what might be termed sub-operators working under them—men who handle routes of machines owned by a single man, and who are responsible for keeping them in repair and collecting the money in them. The places of business or recreation where the machines are installed by the operators are called "locations," and the owners of them receive a share in the weekly profits. This is the "pay-off" and use of the term, frequently bandied about by newspapers, vice investigators and politicians around election-time, applies simply to a legitimate business method.

Despite the fact that a coin operated amusement device often builds revenue for the proprietor of a location—and sometimes itself earns enough to pay the rent, or part of it, or the light bill—it must be acknowledged that the equipment takes space which might otherwise earn a direct profit for the man. It is only reasonable, then, that he should have some revenue for the use of that space. Moreover, when he accepts a machine the location owner assumes a responsibility for seeing that his customers don't use slugs in it (oftentimes the slugs, at a nickel each, will be deducted from his share) and for preventing damage to the equipment. Compensation for this, again, is only just.

As for other payouts, since the dry cleaners and the grocers have stopped having to pay for protection, so have the coin machine men. And pay offs to politicians have become virtually non-existent.

It would be a difficult and thankless task to compile data on the development of the many other types of coin controlled equipment now in use. Records of that sort are neither common property nor readily available. Who made the first ball-gum machine, the first coin operated piano, the first coin controlled weighing machine, and when, would be hard to tell. Suffice it to say that these were the next steps in the business.

The slot machine was essentially an amusement device. The coin operated piano supplied another type of amusement eliminating every element of chance and thus the possibility of public condemnation. The scale was a service machine, the gum vendor a merchandising device. Thus a balance was struck.

Today the type and purpose of coin machines has broadened immensely, both here and abroad. You've seen—and perhaps used—many or all of them at one time or another: machines vending nuts, confections, charms and novelties; machines vending pencils, handkerchiefs, paper towels and soap, even newspapers; there is no small staple article to which a mechanical salesman cannot be adapted if public need for such a machine shows itself. More than almost anything else the coin operated vending machine is a child of the machine age, a public servant heedless of time and place. In Germany, when a shop closes, a vending machine goes outside to supply the article which the law says may not be sold in the store after closing time. And in America, on a lonely street corner, a man who is hungry may get a handful of peanuts at midnight.

Scales have added tickets showing printed weights, and they, like slot machines, have been modernized and beautified. The coin operated piano has been supplanted by the vastly superior coin operated phonograph which offers a wider variety in music and supplies it in a richer quality. Shooting galleries have been outstripped by the clever adaptation of photoelectric cells in coin controlled shooting targets whose guns use beams of light as bullets.

And by far the most noticeable of all machines is the pin or marble game which now, throughout a large part of the country, operates without pins of any sort. Regardless of any personal feeling as to whether machines of this sort are morally "right" or not, you will have to pay tribute to the ingeniousness of their creators. The average game lasts about as long in public popularity as does the average dance tune. Then the public wants something new and the manufacturer is always ready to supply a game with a new playing field and different scoring methods, or a game with entirely new principles.

Pin games were born of the depression though, without the coin chute, they are as old as the bagatelle games of the courts of the French kings. To many a man hit by the late depression, jobless, often with a family to support, they opened a new revenue for earning. They supplied not only the daily needs, but some of the luxuries as well.

It has been estimated by the National Association of Coin Operated Machine Manufacturers that with more than fifty substantial makers of coin controlled equipment, most of them centered in and about Chicago, about 5000 employees derive direct sustenance from the manufacture of the various devices, while in allied lines, producing parts and supplies, there are perhaps 20,000 more who are grateful to the coinmen.

Likewise gathered by the same association are some interesting figures on raw material used in construction. In two years, their findings show, the industry's purchases included more than 3,000,000 square feet of glass, 10,000,000 dry cell batteries, 33,000,000 feet or 6,300 miles of wire, millions of light bulbs, switches, contact points and other electrical appliances, 15,000,000 square feet of lumber, tens of millions of various pieces of hardware, thousands of gallons of paint, varnish and stain.

At the same time they estimated that more than 100,000 persons derive full or partial support as a result of the industry's existence. How many of this number are regular operators is not known, but it is obvious that in a group of that size wide educational differentiation would exist. Many of them are men with little education. Others are professional men with college degrees.

I've just come from a meeting and banquet of operators from all over the state. Perhaps, if you've held the industry in contempt, if you'd been there you would have gotten a surprise. There were no guns. There were no bombs. There were no knives.

These men behaved as gentlemen, and

(Continued on Page 26)

Hostess: "Don't you find these long, winter evenings boring?"

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LIBERAL ALLOWANCES
on your old equipment toward
NEW GAMES
▼
Write for Our Price List
PAUL A. LAYMON
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Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write
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4311-13 Ravenswood Ave., Chicago

A New Era in Penny Arcades

By LOUIS KARNOFSKY

EDITOR'S NOTE: *In "Is It Goodbye?" we made some observations on penny arcades "for the sake of the record." The manufacturer gave his viewpoint in "It's Not Goodbye!" This article, about a coinman making a success of an arcade, gives the readers the third side of the story and completes the cycle.*

A distinct revival of penny arcades, operated under newer and more modern principles, is in store for the Pacific Northwest. It is also in store for every other section of the country, if arcade men will only shake themselves from their lethargy and live and think and plan in terms of the present day and age, instead of continuing to live in the "good old days."

This is the prediction voiced by Earl J. Heroux, veteran of fourteen years in the coin machine business, who advanced another step nearer his goal recently by purchasing the Fun Palace in Seattle. This enterprising operator also owns and operates the Amusement Arcade at Playland, Seattle's largest recreational center of its kind. His goal? To own a string of arcades throughout the Pacific Northwest.

In taking over the Fun Palace, Heroux makes some interesting comments and observations.

"The old type of penny arcade, with its musty atmosphere and ancient, time-worn equipment, is definitely on its way out. No owner of such a concession can expect that equipment, depreciating in value and player appeal as each day passes, will receive a good play. The type of arcade that is going to bring back the crowds is the one that contains enough old-time equipment to label the establishment as a penny arcade, yet contains enough new and modern equipment to create and hold playing appeal. It is along these lines that I am directing my efforts.

"Some arcade men balk at purchasing new equipment of an expensive nature because the machines receive only a penny-play. But what difference does it make if the machine takes in a nickel every ten minutes or if it takes in a penny every two minutes?"

In backing up his assertions, Heroux has installed a rifle-ray machine, several 1937 rotary merchandisers, and two bowling-type games, all operating on a penny play. He has also installed a good number of the latest type of pin and bumper games.

"Take that rifle-ray machine over there as an example," Heroux pointed out. "I haven't been able to get near it for the past couple of hours, so great has been the play."

Heroux, an expert mechanic, has been working day and night, with several assistants, to bring the arcade into top shape. "In thirty days you won't recognize this place," he promised. "It's going to receive a thorough overhauling, cleaning and painting, and a bright new front. Many pieces of equipment are being junked, many more are going to be replaced.

"Appearance and atmosphere make a great deal of difference in the type of customer an arcade attracts," Heroux declared. "By replacing that antiquated and decayed environment with clean, bright surroundings and attractive looking equipment, I won't have to depend on youngster and 'kid' play to make money."

Earl paused here to tell us that only the other evening several ladies in evening gowns and men in dress clothes were strolling around the arcade, inserting coins, pressing levers, and turning knobs. "They might have been slumming," Heroux grinned, "but they were having a heck of a lot of fun just the same."

There are several pieces of equipment that Heroux values especially. One is a 75-year-old music box containing the "Swiss Dancing Dolls," accompanied by a puppet orchestra. Another is the "Violano-Virtuoso" which has been proclaimed as one of the eight greatest inventions of its day and which won gold medals at the Panama-Pacific and San Diego expositions.

The man whom Heroux replaces as owner of the Fun Palace and who is retiring from active duty, presents an interesting story which has received quite a play in local newspapers. He is Clarence W. Johnson, who, with his brother, Lester G. Johnson, have been called the "Believe It or Not Twins," because of the fact that they were born in different days, different months and different years. Clarence saw the light of day just before midnight, December 31, 1884, and his brother Lester surprised everyone by making his appearance a few minutes after midnight, January 1, 1885. In fact, Clarence recounts, the birth of his twin brother even caught the doctor by surprise, as he was just about to leave when Lester was born.

The Johnson brothers were born and educated in Minneapolis. Coin machines always had a fascination for Clarence, who operated slot machines and vending machines in his home town for a good number of years. He came to Seattle twelve years ago and has been proprietor of the Fun Palace for the past eight years. His brother Lester, who helped operate the Arcade with him, has been retained by Heroux as an assistant. ●

* * *

A true music lover is a man who, upon hearing a soprano in the bathroom, puts his ear to the keyhole.

Gas Scooter

cuts operating costs.

DAYTON, Ohio. (RC)—Use of a gasoline scooter for collections, changing of records, and service calls requiring no change of machines, is helping the A. S. L. Co. cut operation costs, according to A. S. Levy. The scooter can be speeded up to 40-miles-an-hour, is ideal for short runs, can be parked on the sidewalk, and can weave its way through traffic without many of the difficulties met with by the automobile. It gets as high as 75 miles to the gallon of gasoline. Cost of the particular type used by the Dayton firm runs around $140.

Besides the scooter, A. S. L. Sales operates two trucks and two passenger cars. Levy declared, however, that truck builders ought to recognize the limitations of present bodies, and build a body type for a ½ or ¾ ton truck of sufficient height so that phonographs could be carried in them upright.

With present trucks, he said, the phonographs must be put in lying down. If the machines could be stood upright, it would be possible to carry three or more at one time. Raising the height of bodies to 60 inches or slightly more, he said, would admit the instruments in an upright position. He feels there are sufficient numbers of phonograph operators and jobbers throughout the country to which the sales of such trucks could be made, that it would be worth while to truck builders to introduce a body type with a little higher roof. ●

H. P. DANG,

whose article "Blue Hawaii," an account of coin machine goings on in Hawaii, appeared in a recent issue of the REVIEW, is handling the Park-O-Graf Meter and hopes to get them installed in the City of Honolulu. According to recent report the city had decided to give them a six-month trial period, but results of bids submitted by a number of firms has not been made known.

* * *

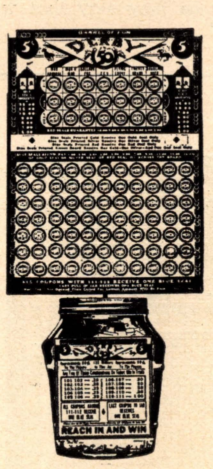
The price of clothes is falling—but brassieres are still holding up.

Announcing our appointment

as

California Distributors for

Gam Sales Co., Peoria, Ill.



The Gam Barrel of Fun jar deals . . . the most startling profit making deals operators can offer to their trade.

Mills Mfg. Co., Chicago, Ill.

Something strictly new and exceptionally live numbers in novelty salesboards.

OPERATORS—Cash in on two of the livest money making deals obtainable. Write for operators' prices and descriptive literature (or circulars).

MARLAND SALES CO.

(LOU B. ROWLAND)

1808—22nd Street **Sacramento, Calif.**

Nebel Sets Goal

as 'biggest operator in Columbus.'

COLUMBUS, Ohio. (RC)—With visions and definite plans for becoming Columbus' biggest operator, Bernard Nebel, 27, with youth, intelligence, energy and a genuine love for the business all in his favor, stands well to gain that status within the next year or so, unless some of the established old timers do some fancy stepping to keep ahead.

Some four months ago young Nebel persuaded his dad, George Nebel, an old time operator himself, to back him financially in a Penny Arcade he planned opening. The elder Nebel, somewhat loath at first, was finally heckled into the proposition, deciding, at all costs, to keep peace in the family. Young Bernard, who up until this time had merely assisted his dad, went immediately into action on his own. Dozens of old pin games, gum machines, and other equipment making up the average arcade were dug out of storage and wiped clean of layers of dust which they had been accumulating. Put into action, instead of merely languishing in cellars and garages, these machines are paying the rent, telephone, light and gas bills for the arcade on West Broad Street, which now also serves as headquarters for the G. N. Vending Co.

The elder Nebel, seeing the dynamic energy of his young offspring being expended to such advantage, has wisely decided to step aside and let this "young blood" handle all of the Nebel interests. Today he remains at their Penny Arcade headquarters while Bernard goes out on territory and handles their ever-increasing string.

Learning of the restraining order received by George Barok, president of the Columbus Amusement Association, last January 22, which permits the operation of "no-payoff" games, Bernard is now engaged in an intensive expansion program. Hardly a day passes but that some new equipment is added, and their string in Columbus today is equal to that of any other operator. Nothing has been neglected that might improve the Nebel interests. Even the telephone directory carries their ad, stating: "If it operates with a coin, we have it!"

This young man's enthusiasm and love for the business is something to marvel at. Proudly he tells of his membership in the exclusive Columbus Amusement Association, an organization designed for the good of the industry and for the protection of ethical operators. "If it's for the good of the coin machine industry in Columbus," young Nebel proclaims, "then I'm for it a hundred per cent.

"I've never been able to understand why, with thousands of undeveloped locations just waiting to be picked up, operators still persist in muscling in on another guy's location," Nebel remarked with disgust. "Personally, I prefer virgin territory, and once you convince a new location that they won't be violating any laws by having your machine on the premises, the rest is easy—in fact, it's a whole lot easier, I think, than trying to muscle in on somebody else's established location."

Although but recently become a subscriber, Bernard has always been an avid reader and staunch supporter of the REVIEW. "Just like me," he says, "the COIN MACHINE REVIEW is strictly for the operator, and as long as they stay that way, I'm on their side." ●

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Operator.................. Jobber...................... Manufacturer..........................

Woman Glad

she's an operator.

SEATTLE. (RC)—One day a short time ago Mrs. Florence Nelson, of this city, was glad she was a vending machine operator. If it hadn't been for that fact, Mrs. Nelson would have found herself in a rather delicate situation. As matters stood, it was delicate enough without encountering any new obstacles.

Mrs. Nelson appeared before the police traffic bureau to pay fines for traffic violations, which included parking double, parking in a restricted area and parking too long in certain places. All in all, the fines totalled $7.00. Mrs. Nelson wrote out a check and handed it, along with the slips, to Harry Sutton, who heads the bureau. He refused to take the check, as he declared all payments must be made in cash. No one else in the immediate vicinity would cash her check, so Mrs. Nelson went down to her parked car outside, and from a box in the rear, counted out 700 pennies, the collection proceeds of some of the 283 vending machines she has on her route.

She returned to the bureau and again presented her slips, along with the pennies. A very surprised and somewhat embarrassed Mr. Sutton accepted them.

The moral of this story: Before going down to the police department to pay off traffic fines, operators are advised to first make the rounds of the coin trays and do a little collecting—just in case . . . ●

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Pays out 19.00

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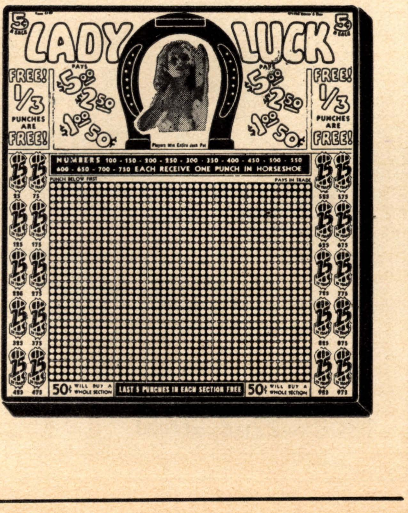

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DETROIT
UNITED ARTISTS

J and J

holds gala opening.

DETROIT. (RC)—"Welcome operators and jobbers" was the slogan of J and J's grand opening as it appeared on pennants strung all over the place. But the operators and the jobbers and the many other guests didn't need to be told they were welcome. They could feel it the instant they stepped inside and were greeted by Al or Mat and invited to register. The festivities began at eight o'clock on Saturday morning, September 18, and continued far into the next morning—for some people.

In fact everybody was having such a good time at midnight when the prize drawings were scheduled, that the drawings were postponed until around two o'clock. By that time several guests had weakened and gone home. It is assumed that they were the ones who were waiting for the place to open at eight in the morning. Anyway three of them missed out on their prizes. There are two De Luxe merchandisers and a Reel Spot waiting to be claimed by holders of these numbers: 039995, 039987 and 039980. Any takers?

Other lucky winners were Joe Siwak—Airway; A. B. C. Amusement Co.—Q.T.; Molenda-Chrome Co.—Ginger; Earl Barbee—Dixie Dominoes; W. A. Rutten—Master; Max Schubb—Royal Flush; Lemke Coin Machine Co.—Vanak. A separate drawing was held for the ladies and for guests who were not operators or jobbers. Prize winners in this classification were Sam Buffa (bottle of perfume, retail value $50), Glenn Barclay ($25 bottle of perfume), Anne Barclay, Lucy Barclay, Dot Gusmano, Mrs. Glennan, Helen Molenda and Mrs. Les Lane. One of the dozen or so cloisonne and 'brass lace' compacts went to a gentleman to whom Herb Jones, the caller, expressed the hope that it would prove useful. The term 'brass lace' is Jones' very own. Mrs. Nicholas, who won the elegant Ronson holder and lighter (a striking black and white job) decided she would have to learn to smoke. It's entirely too swell to give away.

Flowers for the opening were sent by Bally Mfg. Co., Mr. and Mrs. John Hoffman, J. H. Keeney and Co., Mrs. James A. Passanante, O. D. Jennings and Co., Angott Coin Machine Co., Gerber and Glass, Mr. and Mrs. C. P. Samuels, Daval Mfg. Co., Mose Polinsky, Groetchen Tool Co., Sam Weisman, Caille Bros., Inc., National Novelty Co., Lemke Coin Machine Co., Joseph Siwak and others.

A partial list of guests included Ray Moloney, Herb Jones, Dan Moloney and George W. Jenkins of Bally Mfg. Co.; Karl Klein of Groetchen Tool Co.; Paul L. Gerber and Max H. Glass; A. S. Douglis and Ben Kulick of Daval Mfg. Co.; E. H. Tennyson and John Buckley of Buckley Mfg. Co.; D. W. Firestone of the Stewart-McGuire Co.; Alfred Block of the Block Marble Co. of Philadelphia and V. Christopher of Caille Bros., Inc. ●

Music, Cigarette

vendors popular in Michigan, Wisconsin.

DETROIT. (RC) — A. A. Weidman of Weidman National Sales Co. (cigarette machines) is temporarily back from his comprehensive tour of the Badger State. His wife and dog and trailer were left in Milwaukee until his return trip to make a final check-up. He reports that Wisconsin is witnessing a tremendous demand for music and cigarette machines. In fact the two make an ideal operator's balanced combination. This is especially true of Wisconsin where nearly every eating place is a tavern.

Detroit is experiencing the swing to music machines too, since the Liquor Control Commission has ruled pin games out of beer gardens. Jack Nelson, general manager of Rock-Ola, called on B. J. Marshall and addressed a meeting of fifteen operators. Since then Marshall has been kept busy promising deliveries on machines. He took orders for 250 machines, mostly in lots of 25, in three days. ●

Auto-Glide Popular

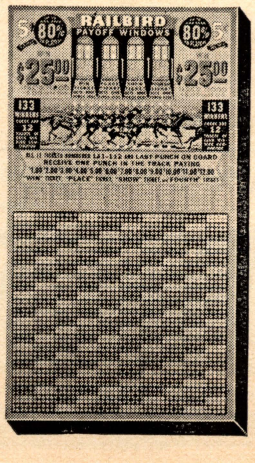
DETROIT. (RC)—Glenn R. Kurtz, factory representative for Cushman Motor Works of Lincoln, Nebraska, was a visitor at Gadco demonstrating to Harry Chereton and the boys the Auto-Glide which Gadco is handling and operators are buying for various purposes. The Auto-Glide is the motorized scooter which is safer and cheaper and much more dignified than a motorcycle. There is a package delivery model which one of the operators is using as side-line for special delivery service. Another operator rents his gliders out at a dollar an hour for the same purpose. A small store can make a lot of deliveries in an hour with one of these efficient little machines. Pin games seem destined to have their ups and downs so the wise operator diversifies his business and Gadco offers the Auto-Glide as one way of establishing his income. ●

Knupp Tours Midwest

DETROIT. (RC)—Harry E. Knupp, designing engineer of the A C Novelty Co., is away on a business trip through Indiana, Kentucky and Illinois. This tour is a triumphant one because Mr. Knupp and his associates, Adolph and Arthur Caille, have just completed and perfected their new 7-play Multi Bell Console. This is a refined, de luxe model which will be suitable to the most sumptuous surroundings. Made of imported woods and involving modern simplicity and grace of design, the cabinet is a thing of beauty in itself. But the mechanism is of prime importance and this has been given its full share of scientific development. The inner metal door is theft-proof, but the most outstanding departure is the 7-play feature. The A C Novelty Co. expects great things of this machine and advance orders indicate that these expectations are justified. ●

New Distributorship

DETROIT. (RC)—Harry E. De Schryver, president of the Marquette Music Co., has just signed a contract for the 1938 Wurlitzer distributorship and has received a carload of machines. Now that things are pretty well arranged in the office (alterations on the inside and a new paint job on the outside) De Schryver is going on his vacation. He will visit friends and operators in Montreal, then take in the World's Series at New York, visiting the factory on his way back. ●



RAIL BIRD

A 2300 HOLE FAST PLAY BOARD

2300-RBFN (5c Play)

(Made Thin Only) (Size of board 9¾ x 17 in.)

Take-in: 2,300 holes at 5c....................$115.00
Total Average Payout.................... 73.16
AVERAGE PROFIT $41.84

2300-RBTN (10c Play)

Take-in: 2,300 holes at 10c....................$230.00
Total Average Payout.................... 146.32
AVERAGE PROFIT $83.68

Price $4.78 Plus 10% U. S. Tax

Write for New Catalog—Please State Business

GARDNER & CO.

2309 ARCHER AVE. CHICAGO, ILL.

SO YOU THINK IT'S A RACKET?

(Continued from Page 22)

most of them looked the part. If you had glanced through the audience and, without knowing who they were, had tried to single out the profession represented, you would have seen a number of retired bankers, attorneys, physicians, even, perhaps, a young actor or two. At any rate that's what they looked like.

They all spoke English—though a few may have had a foreign accent—and a good many of them spoke it more correctly than some college graduates I've heard.

They were there on business, and they were businesslike. The doors were open to anyone who might have passed through the lobby. They felt and feel that theirs is a legitimate business, and they were unafraid and unashamed.

Far down the scale, by contrast, is the player who thinks every machine is fixed against him; who will swear violently when he loses a dime; who fails to realize that when he drops a nickel in a coin chute he's not gambling—he's buying amusement (or service as the case may be) and any reward he may secure is incidental.

True, there are a lot of people who don't make awards incidental. But in principle the award system is no worse, certainly, than bank night or the old country store night, or taking a chance on a turkey for sweet charity's sake, or buying two suits for the price of one. The idea in playing a pin game is to try for the highest score possible. Or, more fun—honestly—is competing with some other player for high score. In a track meet, if you made the grade, you'd get a medal, or in a heat you'd get a chance to compete in a bigger affair. With a pin game making the grade may give you a nickel, and that's your cue to play another game. The essential difference is that you are competing by yourself.

You can't expect to win every time; the law of averages is opposed to that. You may drive around a corner on two wheels a certain number of times but ultimately the average will catch up with you and you'll blow out a tire. Moreover, in answer to complaints of machines being "fixed," it's only reasonable that the player should not expect to get all his money back and then have the machine turn philanthropist and give him a lot more. When you buy a forty dollar suit you don't really expect forty dollars' worth of fabric. You may get twenty dollars' worth and—at least if you don't know or stop to think about it—you're satisfied. But you've paid for tailoring and designing. You've paid for transportation. You've paid for advertising, and the cost of selling, and indirectly you've paid a sheepherder and a sheepshearer and a weaving establishment which made the cloth. The point, as far as the coin operated devices and their expense to the operator and the manufacturer, should be obvious.

All in all, the coin machine industry is as good a business as the men who are in it—and a lot of them are really fine men—and as good as the people who play the games and use the equipment. It's all in the way you look at a thing: take your coin machines for fun or for service, and there's little morally wrong with them.

Tomorrow it may be a different story, but in all probability the story will be one of far greater service to mankind. At any rate it should be no hard matter for a man of vision to see that the possibilities for service of coin machines remain unlimited. ●

ATTENTION: VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine.
A fast seller—people buy it because they like it.
U. G. GRANDBOIS CO. KALAMAZOO, MICHIGAN

Losers Aren't Mad

CHICAGO.—Perhaps the most amazing reaction ever to follow a losing play on a counter machine has been recorded at various locations throughout the country where Reel Spot has been put into use. So often, declares Al S. Douglis, head of Daval Mfg. Co. which produces Reel Spot, players get angry and think the machine is "fixed" against them when they lose. With Reel Spot they continue to play for hour after hour, for one thing because they can look and see that they haven't been cheated. And their reaction? Well, Douglis indicates, they just—grin! ●

Brodie Returns

LONG BEACH, Calif.—Just back from a trip covering the branches of his firm scattered throughout the country, M. Brodie, originator and packer of the Hi-Low Toy Pack, reports that "things have never been better." During his travels Brodie spent an enjoyable day visiting the Master plant at Columbus, Ohio. He declares that the "little difference of opinion being debated in the Orient has not affected importing of charms" and he has sufficient merchandise on hand and in transit to build his toy stock up sufficiently to cover normal sales for the next 18 months. ●

Skee-Balls at school.

Sales Students

relax at training school by using Skee-Balls.

DAYTON, Ohio.—Credited with giving the world of business and industry more new and revolutionary ideas than any other single organization, the National Cash Register Co. of this city is thorough even to the training of its sales representatives. While other firms may conduct short, intensive training periods, NCR's school lasts five weeks, is held at "Sugar Camp," where open-air teaching, sixty residential cottages, swimming pool and recreational facilities make would-be salesmen fit both mentally and physically.

Not least among recreational facilities is the installation of four Wurlitzer Skee-Balls, placed there at the request of training school officials by Harry Payne, Wurlitzer's Ohio district manager. Popularity of the games was indicated by the fact that at the end of the first five weeks' course a total of 86,592 games were registered, or more than 5300 plays a machine a week.

Through special arrangement with NCR officials play was free. At the usual nickel-a-game the machines would have taken in $4,329.60 in five weeks. ●

New Firm

CHICAGO.—Formation of a new firm, to be known as Electrical Windings, Inc., specializing in the design and manufacture of all types of transformers, solenoids, chokes, and magnets, has just been announced by Orland Murphy, president of the concern. Firm will design coils and mountings for any specific purpose or will work from manufacturers' specifications, it was announced. Murphy was formerly associated with Utah Radio Products and Standard Transformer Corp., and most recently was chief engineer for Robertson-Davis. ●

FOR MARBLE GAMES and SUPPLIES
▼
A. B. T. COIN CHUTES
BALL GUM ● MARBLES
EVEREADY BATTERIES
We Install Battery Eliminators:
ELECTROPAK POW-R-UNIT
▼
Write for Our Price List
PAUL A. LAYMON
Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"
MACHINE NUMBER
142
W. W. WILCOX MFG. CO. CHICAGO
50 @ 7c each — Total $ 3.50
100 @ 5c each — Total 5.00
250 @ 4c each — Total 10.00
500 @ 3½c each — Total 17.50
Write for Circular on
BRASS TRADE CHECKS
Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled overall size ¾" x 2½". Can have any lettering or numbering on plate within reason.
W. W. Wilcox Mfg. Co.
Established 1872
564 W. Randolph St., Chicago, Ill.

DERBY *Console*

★ ★ ★ ★

ARISTOCRAT IN CLASS!
PLUTOCRAT IN EARNINGS!

MULTIPLE
9-COIN HEAD!

GREATEST EARNING-POWER EVER PUT INTO A GAME!

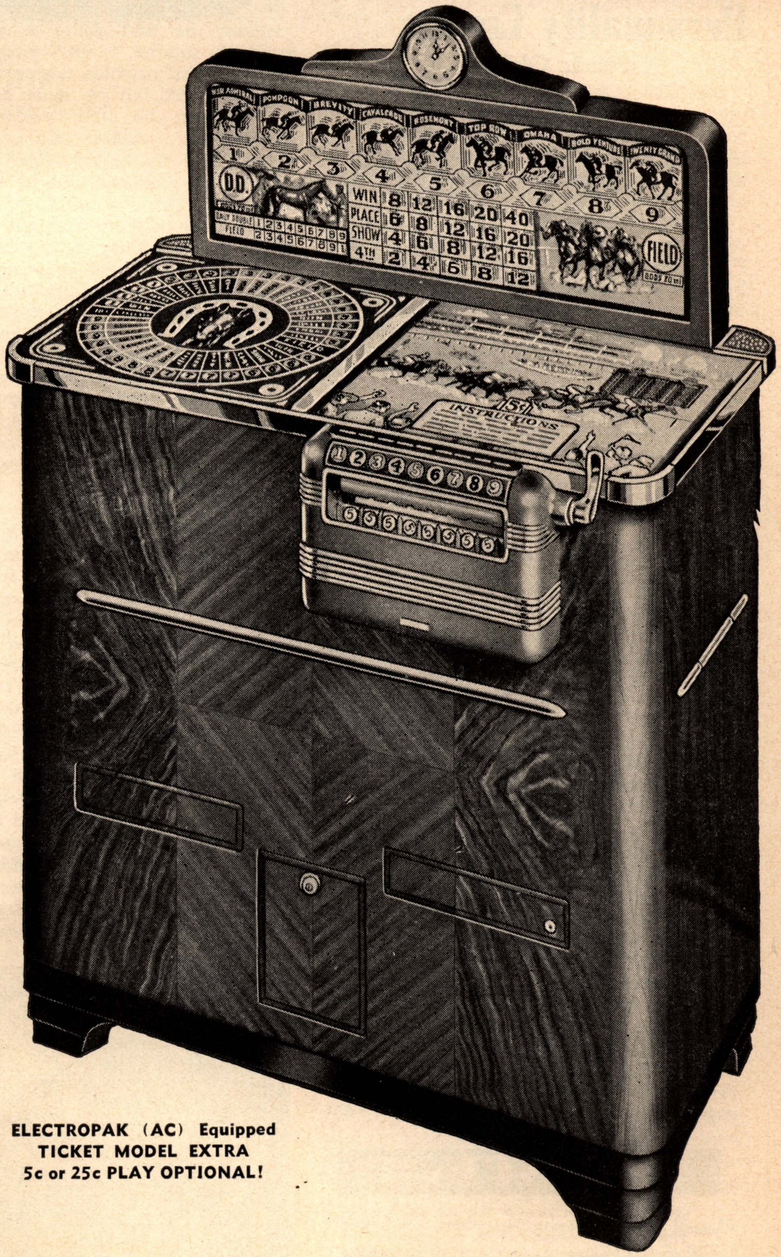
Never before have racing fans been offered a game of such allure! Never before have operators seen a game of such profit capacity! DERBY CONSOLE MULTIPLE has EVERYTHING—matchless beauty!—furious action!— eye-appeal!— play-appeal!— MASS EARNING POWER!

9-Coin Chute permits 9 plays at once! Horses are selected by placing coins in corresponding chutes. Pays for Win, Place, Show and Fourth, odds 4-1 to 40-1! Additional "come-on": If all 9 horses are played, Daily Double or Field may be won by any one of the 9 Players with odds 20-1!

Massic DeLuxe cabinet in matched walnut veneer! Silver-etched, multi-colored plate glass field! Spinner Light playing action! Mystic 3rd Dimensional Back Panel! Scores of super features! New precision-built mechanism!

DERBY CONSOLE MULTIPLE will GET you the BEST locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

D. GOTTLIEB & CO.
2736-42 N. Paulina St., Chicago, Illinois
IMMEDIATE DELIVERY

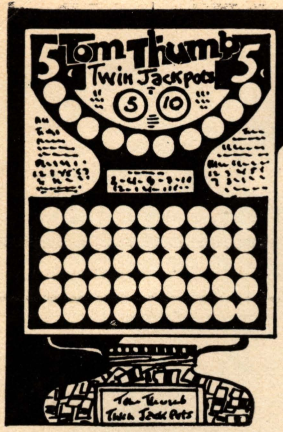


ELECTROPAK (AC) Equipped
TICKET MODEL EXTRA
5c or 25c PLAY OPTIONAL!

SCORING A BIG HIT!
DERBY CONSOLE
With Mystery Single Slot!

SEE YOUR DISTRIBUTOR OR WRITE FOR PRICES

- ★ **Multiple 9-Coin Chutes,** take up to 9 coins at one time! Earning capacity, nine-fold.
- ★ **Mammoth Console** De
- ★ Luxe Cabinet, 20 inches deep, 38 inches long, 55 inches high. Matched walnut veneer, chrome trim. Disappearing handles for transporting.
- ★ **Spinner Light Playing Action.**
- ★ **Cycle Arrester,** absolutely prevents cycling; foils sharp-shooter system.
- ★ **Adjustable Awards,** automatic electrical control.
- ★ **Hammond Electric Clock,** 6-way Fuse, and scores of other features!



Tom Thumb Jar Games

Successors to Punchboards. They thrill the player and "go to town" for the dealer. New Quantity Prices bring costs down half. Buy direct from factory, 100 money making games possible on small investment.

1440 - 1836 - 2052 - 2280

Each unit individually coded. No two jars alike.

No more "chiseling." Tom Thumb coded tickets stop that forever.

EARN $100 A WEEK

Jar men are cleaning up. Dealers wild for big jar profits. Cash in on big demand—Now.

SAMPLE WITH CARD

5c or 10c Play
2280 Tickets............ **$3.75**

SAMPLE (No Card Used)

11 Different Labels
Free. 2280 Tickets **$3.25**

Write for Details on Series Tickets — 39 Put & Take Games — Full information on Jar of Joy — Now!

TOM THUMB, Dept. C.M.R. **NAUVOO, ILLINOIS**

Personality Counts

advises Ohioan.

DAYTON, Ohio—(RC)—Continuous cultivation of customers by the man who promoted the machine in the first place is the best way of developing profitable locations, finds Leo A. Stotter, who is associated with L. R. Patten in the Skill Coin Machine Co.

"When we have sold a location owner on putting one of our machines in his place I have learned that it is a good idea to go back frequently after the machine has been installed, whether a pin table, a slot machine, or a phonograph. While the service man will of course be going into the place frequently, the owner really wants to see the man who sold him.

"Some operators will locate a spot, sell the proprietor on using their equipment, and, after installing it, will forget all about the customer. They will be so busy hunting up other locations that they will neglect to cultivate the spots already established.

"It is an old axiom in business that the best way to develop further sales is through the satisfied customer. Through him we can get suggestions on other locations, introductions to friends of his that are running businesses of a similar nature, and recommendations. By seeing us frequently, he will get to know us and will trust us, and the first thing we know he is trying to help us by making our machine get a greater play, and by boosting us and our merchandise with his friends.

"It is not enough to put a machine in a location, and expect it to hand over handsome profits, without cultivation. Nothing grows without attention. Even 'service' isn't enough. The machine must be moved from one position to another in the store, and the operator must get on friendly terms with the owner of the place, showing interest in increasing the profits for the other fellow as well as for himself.

"In other words, an operator has to sell himself first. Given the best machine in the world, if the man who is promoting it doesn't make his personality felt with the customer, he isn't going to get the most profitable returns. I don't mean to say the operator must outshine the personality boys of Hollywood, but he must be congenial, interested in the other fellow, helpful in every way possible, and a believer in himself and his merchandise. He must not only make promises, but he should fulfill them.

"We believe there are four steps in the successful handling of a coin machine transaction. First, the operator must have a good line of nationally advertised merchandise; second, he must sell himself to the prospect or location owner; third, he must educate the proprietor to promote the machine after it is in his place, and fourth, he must give quick and thorough service."

The business cards issued by the Skill Coin Machine Co. announce at the bottom: "We don't offer service—We give service." There are two girls on duty in the office, one working from 8:00 a. m. to 6:00 p. m., and the other from 6:00 p. m. to 11:00 p. m. When service calls come in they are noted on a pad, which has spaces for the following data: Location, address, time called, time answered, service wanted, and service by. If a machine has three service calls on it, it is brought in for adjustments or attention.

Stotter joined Patten in the Skill Coin Machine Co. a year and a half ago. Patten had operated some machines for several years, and is a mechanical engineer by profession. His outstanding gift is that of promotion, and it has helped him in developing the business. Since he joined the firm, the number of pin tables has been raised from two to 75, number of slot machines has grown to 200, and the firm has entered the music business, with more than 100 phonos now on location.

Stotter declared that of all the business enterprises in which he has ever engaged, coin machine operation is the most interesting. He likes the work particularly because it brings him into contact with so many different personalities, and offers good financial returns. In addition, he can always have the feeling that he is helping the men who are the firm's customers to make bigger profits for themselves.

Most promising field of endeavor, he believes, is phonograph operation. ●

Lighted Bumpers

advertise Airway.

CHICAGO.—According to Bally President Ray Moloney, the light-up bumpers on the firm's new Airway game are serving a dual purpose. First, of course, they're important to the player in playing the machine. But more important to operator and location owner is the fact that they are talked about by the players, both in and away from the location, and that means a lot of the finest kind of advertising.

Newest development concerning Airway is the addition of cigarette sales stimulator cards and inserts for the backboard which shows in lights and actual colors of the packages the various brands of cigarettes as the player hits the bumpers. Innovation is said to be very popular in territory newly opened to novelty operation. ●

LEARN TO DANCE AT HOME

Tap or Ballroom Easy as A. B. C. Three illustrated courses, each complete in one booklet. YOUR CHOICE. Sent prepaid or C. O. D (in U. S. A.) plus postage.

Satisfaction Guaranteed

BALLROOM: Complete course includes Waltz, Fox Trot, Tango, exhibition steps.

BEGINNERS TAP: 16 clever steps.

ADVANCED TAP: Professional routines. Original stage steps and definitions.

$1 EACH

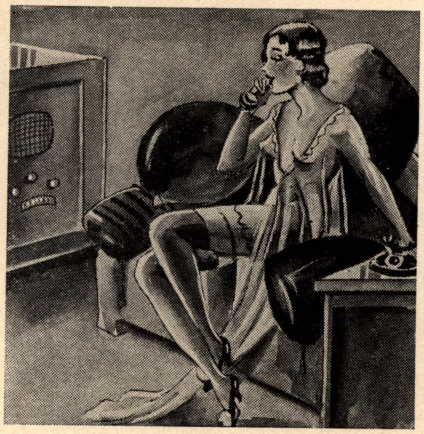
ALL THREE COURSES $2

FREE with $2.00 order. Choice, one pair dancing taps or latest "Top Hat" exhibition dance.

BILLY TRUEHART

RADIO'S FAMOUS TAP DANCER

1113 Venice Blvd. Los Angeles, Calif.



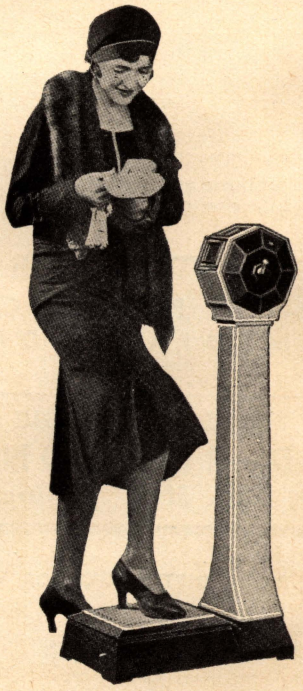
"And when he told me he was a duke, I told him, Once a duke, always a duke, once a Knight is enough."

For

SCALE PROFITS . . .

go after the patronage of the WOMEN. And to attract the women, through its privacy and reliability, there is no scale like

The IDEAL for 1937



IDEAL
WEIGHING MACHINE CO.
1012 West 43rd Street
LOS ANGELES CALIFORNIA

Business Good

on coin machine row.

HOUSTON. (RC)—Business is good in coin machine block on the west side. Among the firms located there are Stelle and Horton, coin machines and records; Southern Amusement Co., music and pin games; W. H. Benton, coin machines and automatic music.

L. A. Blackwell reports excellent sales for Stelle and Horton's record shop, and fair business in other lines. Southern Amusement Co., owned and operated by Porter brothers, is getting into first class shape through remodeling and repainting. Bob Porter reports excellent business with phonographs and a nice return on marble machines paying off in Trade Tokens. W. H. Benton, who only a few months ago seemed to be turning his back upon the coin machine business for the oil industry, is "all smiles" again, buying and selling coin machines. ●

* * *

"How did your nose get to be so red?" "It's just blushing with modesty for keeping out of other people's business."

* * *

An enterprising South American rancher has crossed his hens with local parrots and saves time egg-hunting. The bird walks up to him and says, "I have laid an egg. Go and get it."

THE LUCKY OLD SKULL CHARM
THE LUCKY DICE CHARM

NOVELTY MERCHANDISE
for
Vending Machines

Dogs, Lions, Tigers, Penguins, Monkeys, Elephants, Shoes, Skulls, Horses' Heads, Dice and many others make up a selection. Priced at only

90c Per Box

plus postage, a gross in each box.

BUREL & COMPANY
675-679 ORLEANS STREET
CHICAGO, ILL.

Daily's Firm

in new district.

HOUSTON. (RC)—Jobber Harold W. Daily's South Coast Amusement Co. is now located in the suburban Norhill district. The nearly new brick building is a one-story affair, with drive-in feature and concrete floored parking space for twenty cars.

Extending across the entire front is a twenty by fifty foot show room well filled with new equipment. On the left are two offices, one occupied by Miss Katie Johnson, the other by Daily himself. Back of the offices are wash room and lockers. On the right, extending back from the show room is a storeroom and workshop covering at least sixteen hundred square feet.

The building is modern and fireproof. Lighting, heating and cooling systems are right up to date. ●

South Texas Notes

Hans Von Reydt, local manager of Electro-Ball Co. of Houston, made a business trip to Beaumont, Orange, and Port Arthur. He reports good business in that territory, and states that some of the men now operating slots are getting more enthused about the phonograph operation as it is the one operation dependable year in and year out.

While in Beaumont Von Reydt enjoyed a visit with Michel Clem, owner of Texas Novelty Co., who had just returned from a vacation in Europe. Texas Novelty, by the way, is one of the largest operating firms in the world with around 2000 machines.

Operator I. D. and Mrs. Gidden from El Campo, were visitors in Houston September 23. Gidden has extensive operations throughout South and Central Texas.

Joe Salvato, exclusive Seeburg operator with the Galveston Novelty Co., reports that with the new illumination features on the Seeburgs profits have increased so as to make a larger phonograph operation very enticing. Joe is spreading out quite some distance from Dickinson, his headquarters.

The State capital, Austin, has recently installed Parkrite parking meters. Houston is the home town of the Parkrite Meters which were developed by two coinmen: Hans Von Reydt and Charles A. Toce. ●

* * *

And now there seems to be a lot of professional jealousy among the amateurs.

Coined Comments Concerning Coinmen of Houston

By JOHN G. WRIGHT

Some of the boys would lay even money that J. W. "Wink" Williams, when he got up above or down below, would immediately object to playing a harp or firing with a shovel.

W. C. Atkins was the first phonograph operator in Houston.

Thought for a moment I was in the wrong place. Hans Von Reydt's showroom all fixed up with Venetian blinds, new air conditioning fans and the like.

A mere man would likely find it rough and rocky selling records in this city. Reason: a shop on west side operated by an attractive brunette; another on east side bossed by a blonde, also very attractive.

One outstanding objection to Harold Daily's new place is the fact that one is compelled to walk some twenty-five yards to indulge in a cold bottle.

Announcement of monthly social meeting of Phonograph Operators' Association to be held at Grand Prize Brewery. Any objections? No, not one. Then said one operator to another: "Betcha Lester Hearn used to be a politician."

Operator M. Grenader is always on time at Association meetings. He started to list those coming in late, but the paper played out.

Fred McClure is the typical vice-president; quiet, easy-going, seemingly unworried over the many heated arguments on the floor.

William Peacock, in appearance and speech, bears a striking resemblance to Jack Dempsey. We propose to stay on extra friendly terms with Mr. Peacock.

Your Houston correspondent often wonders how he would get along without the help of Edwin C. Lear of Electro Ball Co. Lear is personally acquainted with just about every operator in South Texas, and is a willing and reliable reference as to initials, spelling of names, etc. He also knows about journalism and has "a nose for news." Sometime we are going to treat Ed to a coca-cola, or a cigar or something.

A soda water vending machine, equipped with latest type slug rejector, has been installed at Houston City Police headquarters. The machine, located on the fourth floor near the corporation courtroom, has been taking in an average of $5 for eight hours. Twenty-five per cent of the gross receipts go to the Police Burial Fund.

A. H. Shannon of Coin Machine Sales Co. is well satisfied with his first month of operating National Cigarette Machines.

Earnest N. Gates, with his two brothers, operates phonographs and pin games. Their headquarters, Gulf States Amusement Co., have been located in east end for about five years.

A. F. Lemke, one of Houston's oldest operators, expects to purchase more phonographs shortly. Al was a special guest at the recent Seeburg show and banquet at Ft. Worth, having been personally invited by the young Mr. Seeburg. ●

COME AND SEE US
at Our NEW LOCATION
305-9 East Eleventh Street
Houston, Texas
SOUTH COAST AMUSEMENT CO.
Texas Distributor for: Pacific Mfg. Corp., amusement machines; The Capehart, Inc., automatic phonographs.
Phone Taylor 7171

Exhibit Scores

in previews.

CHICAGO.—Just back from a tour of Western States where he supervised previews of two new Exhibit games—Bazaar, a one-shot pay table and Longchamp, a console—in the showrooms of many jobbers and distributors, energetic Leo J. Kelly, firm's sales manager, reports record-breaking operator attendance, high enthusiasm for the new machines, and a large quantity of orders booked.

According to Kelly, Bazaar is due for a tremendous run. Game is a departure from the ordinary ball and bumper table, it is said, and has unusual player appeal. For the first time, Kelly declared, a scoring kicker has been used. Third dimension light-up panel, electro bumpers and mirror playing field are all component parts of this low-priced game.

He further declared that the new console Longchamp was a bombshell in Western operating circles. Fully mechanically operated, a horse race game requiring thirty seconds to play nickels and quarters, the player selection is mysteriously dealt. It may be 1, 2, 4, 6, 8 or 9 at one play, with win, place and show odds up to 40 to 1 payout on a winner. A daily double $6-jackpot is included.

A cable report from Harry Hoppe, who attended the recent coin machine show in France sponsored by the French coin machine publication, "La Revue de l'Automatique," indicates that Longchamp, making its initial appearance there, was the biggest attraction and the largest order-taker there. In addition jobbers from all over Continental Europe and from South Africa have become enthused over the console device and have swelled the production volume considerably. ●

Louie Polin

heads list of "big operators.

KLAMATH FALLS, Ore. (RC)—This flourishing city's license collectors garner in $5000 a year from the coin machines. Three thousand of this amount is paid by two operators alone with big strings, and Louie Polin is well out in the lead. In addition to his coin machines Polin operates a sporting goods store and advertises for the special benefit of fishermen that he "has worms"—night crawlers that are always in demand for luring and landing five-, eight- and ten-pound rainbows in Diamond Lake.

Louie has just returned from Portland and a buying trip when he left more good money with Western Distributors for machines. Other recent purchases have included a flock of Wurlitzers from "Big Bill" Corcoran's place in San Francisco.

Polin expresses decided opinions about the conduct of amusement games. "The industry has got to clean its own house and help oust bad practices and bad kinds of games and gypos, or we are all going to get hurt—permanently hurt. You know the old saying holds true—the one about 'giving a dog a bad name.' There are examples in other businesses for us to look at. Those in or out of the business, especially the public, know what I mean by raw gyp devices. Keep the business clean, I say, and the best of them, under license, will continue to amuse the public and make a living for the operators." ●

Takes on Blue Blazers

LOS ANGELES.—After operating profitably an extensive route of A. B. T. Target Skill Pistols, H. W. Davis, Los Angeles operator, has disposed of part of them to another operator and has built up a new route using L. C. Elliott Products Co.'s Blue Blazer Machine Gun units. He reports a most favorable reception for them, and has them on an exclusive basis though he would be willing to let some other reputable operator in on the deal. Machines adjustable so that they will shoot 300 rounds in 20 to 45 seconds. ●

Walla Walla

operators prevent invasion by outsiders.

WALLA WALLA, Wash. (RC)—The enterprising Eastern Washington city of Walla Walla is doing a fine sustained business in 10-ball automatic pay out pin tables. This is the only type of pin ball licensed, and according to city ordinance, the only type of pin game permitted.

Some time ago the leading operators here corralled all of the 10-ball automatic pin tables they could possibly find. Then they got together in one group and succeeded in having the mayor pass a city ordinance permitting no other type of pin games.

The result was that outsiders who had been in the habit of "chiseling" and cutting down competition through unethical means, were, for the most part, kept out of the city. If any of these outsiders want to place 10-ball automatics in Walla Walla, that is perfectly all right. However, this type of game is rather antiquated and the number of them now in use is limited, especially since Walla Walla's operators have utilized them.

A. J. Mathison, Harold Jackson, J. Frank Ray and E. G. Shaw are Walla Walla's leading operators who are receiving a fine play from the ten-ball automatics. Lewis Lutcher, who owns Lutcher's Cigar and Billiard Hall and who does a nice business operating, is doing well on ten-balls, besides handling phonographs and vending machines. ●

"Huh-h-h-h?"

QUALITY AMUSEMENT MACHINES
NEW and USED
Write for Prices
▼
OUR USED MACHINES
Completely Reconditioned
LOOK LIKE NEW
▼
PAUL A. LAYMON
Jobber
1503 W. Pico St.
LOS ANGELES, CALIF.

WISE OPERATORS

LET US SAVE YOU TIME AND MONEY ON NEW AND USED EQUIPMENT. DEAL WITH F. A. B. AMUSEMENT COMPANY.

USED FLORIDA EQUIPMENT FOR IMMEDIATE SALE

700	Mills, Jennings, Watling and Pace slot machines.
600	Cabinet Stands.
150	Folding Stands for all makes of slots.
10	Pace Races.
6	Rays Tracks.
25	Evans Galloping Dominoes, Rolletto, Jr.'s and Bang Tails, Chuck-a-Lettes, Pamco Races, Track Times, Dominoes and Jennings Liberty Bell.
200	Wurlitzer 616's and 716's, slightly used.
600	Wurlitzer P-412, P-312 and P-400's.
200	Wurlitzer P-12's.
75	Wurlitzer P-10, P-20 and P-30's.
25	Mills Dancemasters.
25	Mills Troubadours.
20	Mills 801's.
50	Seeburg Jr.'s.
40	Seeburg Selectophones and Symphonolas.
6	Buckley Diggers.
3	Iron Claws.
4	Skee Balls.
15	Rotary Merchandisers.

NEW EQUIPMENT:

Special Close-out Sale on Sandy Horses, counter games, $12.50

OPERATORS, WE ARE DISTRIBUTORS FOR FAMOUS WURLITZER PHONOGRAPHS.
WRITE US FOR PRICES, CASH OR TERMS. IMMEDIATE DELIVERIES ON MODELS 616-A.

F. A. B. AMUSEMENT CO.
Distributors
111 E. Garden St.
Pensacola, Florida

Anything You Want in
PENNY VENDORS

Columbus Vendors	$5.75 up
Northwestern Vendors	5.00 up
Master Vendors	8.00 up
Victor Vendors	6.50
Advance Vendors	6.50 up
Vendex Vendors	4.25

VIKING has the largest stock of Peanut and Pistachio Vendors in the entire West. We are direct distributors for all the best, the largest, the most reputable and prominent manufacturers of Vendors.

Besides those mentioned above, we are stocking all these:

SNACKS — AUTOMATIC STORES — TRISELECTOR
UNIVERSAL — AMBASSADOR — SILVER KING
PENNY VENDORS — NICKEL MODELS — COMBINATION
PENNY—NICKEL

ALSO— 5c Candy Bar Machines
5c Chewing Gum and Life Saver Machines

Handkerchief, Sanitary Napkin, Pencil, Towel and
Soap, and Vending Machines for all other items

See Our Other Ads on Pages 33,
35, 37 of This Issue

●

LOS ANGELES OPERATORS
Will Obtain Quick Service from
DICK TYRRELL
1356 WEST WASHINGTON BOULEVARD

VIKING SPECIALTY COMPANY

(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

EINAR WILSLEV, Owner & Manager
References: Dun-Bradstreet

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

SAN FRANCISCO

Quick Looks

By D. H. PETSCH

Art Brant getting a Los Angeles lingerie firm on the teletype instead of the Jack R. Moore office. He thinks he gave the Portland office number after calling Los Angeles.

Einar Wilslev picking up his dust cloth from a dark corner of the counter and finding a revolver and fifty bullets inside. Einar goes in for target practice now, using licorice buckshot for ammunition. They seem to work equally as well as in the vending machines.

John Ruggiero, the smiling coffee expert of the Jack R. Moore Co. installing a smart new percolator which the boys from his office chipped in to get him. The difficulty in the Teamsters' Union is causing him some concern as to how to get the coffee he is importing from Brazil.

Frank Marty, Sr., telling people before he left on a deer hunting trip that he wouldn't have the heart to kill one if he once looked into its sad, sweet eyes. He returned with a big one slung over his back just the same. His story is that he looked the other way and shot.

Einar Wilslev not being able to find the fortieth nickel to demonstrate how his new coin counters indicate two dollars in five-cent pieces at a whack.

Clarence McClelland volunteeering to drive Vice-President Webb of Rock-Ola and Joe Ziff to the Stockton meeting. The idea was good but the car wasn't and hours of using phonograph repair technique on the machine were of no avail. McClelland's head was hanging somewhere around his shoelaces by the time the trio reached Stockton, and the matter might have died a natural death right there had Clarence not gone out and traded in the old car for a new Buick. "Who's Got the Last Laugh Now?" whistles McClelland slightly off-key.

Einar Wilslev, of Viking Specialty Co., making a $2,000 cash sale on which he put ten minutes of good, honest work. When he finished he says he walked back to his new novelty candy department and ate some Rainbow Peanuts while he cooled off.

The good, clean fun which the A. F. of L. and the C. I. O. boys have been having in the Teamsters Union is seriously affecting the San Francisco coin machine jobbers. Full of gouging, biting, and other forms of character building, the two labor factions seem far from a reconciliation, while several of the large vending companies are gazing with longing eyes at the warehouses on the waterfront, where shipments of games and phonographs are sitting tight. Some of the braver members of the clan tried disguising themselves and going down to haul them in person, but they got the old "Annie-doesn't-live-here-anymore" rebuff.

●

MISS JUANITA CONGER, smiling secretary at the Jack R. Moore Co., recently became Mrs. Caro. She plans to continue her career.

BUSINESS AND BLONDES were surveyed last week in Reno by Art Brant. He is quoted as saying: "I had a successful business trip." We accept that for what it's worth.

MR. AND MRS. Ben Levin, of the Northwest Amusement Co. of Portland, were entertained in San Francisco by Art Brant while awaiting their sailing on the Grace Line's Santa Rosa. An intensive survey of the hot spots was made and the Levins floated out of the harbor under their own power. They plan to make this a two months' vacation.

PERCY CRECK, of the Melton Vending Co. returned the middle of September from an extensive vacation throughout the East. Percy has recently entered the jobbing business on Golden Gate Avenue, where he was once an operator. He told us those magic words we all like to hear, "Business is good."

THE JACK R. MOORE CO. has had a September course of beauty treatments and the boys report that it looks, oh, so smart. Some have, of an early, walked in and walked right out again to look at the number, if that proves anything about the appearance of the interior. The walls have been redecorated and new linoleum covers the floor. The main display floor has been partitioned off from the business offices and a social room built on the second floor. The desk of "Casanova" Brant has been officially fenced off at the front of the first floor so that he now can sit undisturbed by the windows and bait-passing operators.

W. E. GLASS, old-time pin ball operator in the East Bay and still the Song and Dance Man of the Bay District organizations, has become a retailer of Wurlitzer phonographs. When he has a nickel handy with which to demonstrate his machines, he does so by using it as an accompaniment to a soft shoe routine and a bit of Ted Lewis thrown in for good measure. It seems to work with his customers, anyhow, for he has ordered 25 new Wurlitzer 616's from the Wm. Corcoran Co.

VIKING Specialty Co. has added Korn Parchies to its new candy department. The confection looks like whole-kernel corn and tastes as though it's been roasted and dipped in salt. It's the kind of delicacy that makes you buy more drinks to eat more Korn Parchies to buy more drinks, and so on around the vicious circle.

THE NEW William Corcoran Co. office is still a thing of great beauty with its deep carpets and its royal chrome furniture and fixtures. While Bill is flitting about the state attending meetings in Stockton, Fresno and Los Angeles, his No. 1 man, "Mac" McCreary, sees that the plants in the front window are watered and that sales keep up to standard. He shyly admits that so far he's been pretty successful at both.

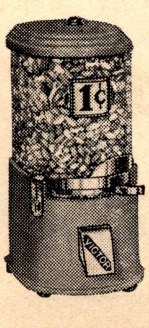
H. R. MASER, the brains of the Pace Mfg. Co.'s West Coast office, has been bustling about the country rounding up business and calling on old friends and customers. He remained in San Francisco after his month in the East just long enough to warm up his office chair and then flew to Seattle, where he plans to stay until the middle of October.

ARRIVAL of the 1938 Mills Zephyr was a signal to John P. Ryan of Mills Novelty Co. that it

(*Continued on Page* 34)

VICTOR VENDORS

produce greater profits from a smaller investment



VICTOR'S ultra-modern design is undoubtedly the smartest design ever put into a vending machine, therefore will capture every location when presented.

VICTOR VENDORS are guaranteed to give you 100% satisfaction or your money will be refunded cheerfully.

VICTOR VENDORS merchandise all kinds of confections—peanuts, candies, pistachios, midget toys, etc. They have a non-closing mechanism which is reasonably slug-proof, holding 5 pounds of bulk merchandise. They are easy to fill.

WESTERN AUTOMATIC MACHINE COMPANY
EDDIE FEY
Exclusive Manufacturer's Agent for Northern California
697 Golden Gate Ave. San Francisco

QUALITY *Candies*

Boston Baked Beans In cartons of 50 lbs.	11c
Licorice Buckshot In cartons of 60 lbs.	12c
Rainbow Drops In cartons of 50 lbs.	12c

Try This Special Sample Pak:

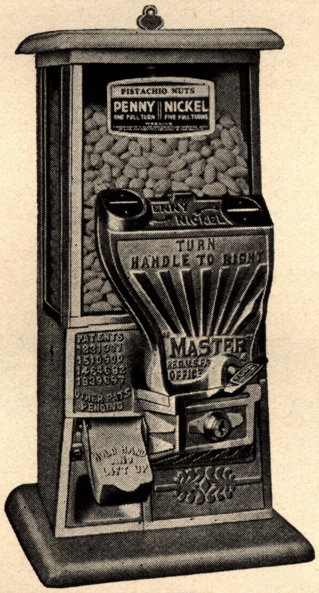
- HALLOWE'EN MIX
- AUTUMN LEAVES
- LIME BEANS
- LEMON AND VANILLA
- ORANGE BEANS
- NIGGER BABIES

Fifty (50) lbs. assorted candy, each kind in a separate box (between 8 and 9 lbs. of each kind) for $6.50.

This is your chance to try a new filling . . . and you'll increase your sales considerably.

All Prices Are
F. O. B. San Francisco
Full Payment With Order
Prompt Shipment

"DE LUXE"



"MASTER"

QUALITY *Nuts*

Pistachios

Red and White, packed in 5-lb. bags or 25-lb. cartons . . . finest quality—

37c lb.

(This price is subject to market fluctuations.)

If wanted in 5-lb. bags, please order in 60-lb. lots. If wanted in 25-lb. cartons, please order in 25, 50 or 100 lb. lots.

Peanuts

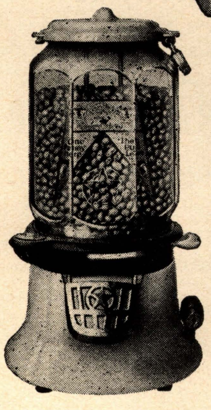
Spanish Salted In 40-lb. cartons.	11c
Blanched Salted In 40-lb. cartons.	16c

Each carton of Peanuts contains 6 separate boxes of approx. 7 lbs. each. (Makes servicing easier and nuts keep fresh.)

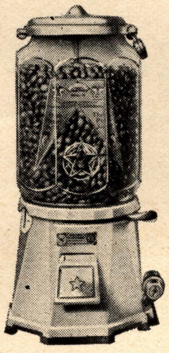
Charms

The best assortment you could wish for . . . 144 pieces high grade imported charms........$1.00

NO LEAD—NO JUNK
Cash with Order
(Stamps Accepted)



"M"



"21"

PISTACHIO NUTS

"Z M"

Korn Parchies

THE NEW DELICIOUS VENDING PRODUCT
27c per lb.

Packed in 20-lb. Drums

If you haven't tried KORN PARCHIES yet, send one dollar for a sample fill. (You won't regret it.)

VIKING SPECIALTY COMPANY

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

Einar Wilslev, Owner and Manager

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

SAN FRANCISCO

(*Continued from Page* 32)

was high time he was throwing some odds and ends in a suitcase and taking himself East on that annual business trip. He got out of town so fast several people thought he was being chased, but his charming secretary insists that he only wanted to be sure that he gets his share of the Zephyrs. Maybe so, but he's going to be gone a month, and all the Zephyrs bought in a month if placed end to end ought to make Jack a dull boy, as Aesop would say, which leads his friends to suspect that part of this trip is going to be fun and fun.

P. and M. SALES CO.

has recently moved its offices from the 1300 block on Mission Street to the same block on Howard Street and will be back in the fighting line shortly.

THE BOYS

at the Glenn Rowe Cigarette Vending Machine Co. are shy about publicity ("notoriety," they called it, but we don't like the sound of the word in connection with our magazine), but they do their share, they insist, by reading all the news about everybody else in the field. They also started telling that nothing ever happened at their plant, but were interrupted so many times by customers coming in for rush orders that the story looked a little punny by the time it was finished. "Nobody has had time to take a vacation yet, because business has been so good."

JOE ZIFF'S

Chocclate Kid won a fight! That alone wouldn't be news, but this fight happened to be a return match with Domingo Valin, the Hayward flash, who knocked him out in the first round seven weeks ago. Since then, Sunny Jim McVey, which happens to be the Chocolate Kid's Sunday title, has put in plenty of time training, and stayed with the fight for ten rounds before he was awarded a technical knockout. His next match is with Peppy Del Rio, the Mexican champ.

W. E. McMANNIS

of Oakland has enlarged his phonograph business by including a radio and radio repair department. His friends join the REVIEW in wishing him luck.

Jobbers Welcome

novel shrubbery trend.

SAN FRANCISCO. (RC)—An entirely new branch of industry has been added to the coin machine jobbing business, and San Francisco, always on the lookout for new trends, is among the first in the country to take advantage of the vogue. Cocktail lounges that are transformed into desert oases, a little bit of Tahiti, or an Italian formal garden seem to be favored by present day interior decorators. The public likes to sip its drinks under waving palm trees or beneath potted boxwoods. Sordid cares float away on a wave of alcohol and foreign atmosphere.

Florists capitalized on this and realized a neat profit, but their day has passed. Palms drooped under fragrant gin baths from overturned drinks, and cycas wilted when too many cigarettes were stamped out on their bark. Artificial plants were practical but too obvious. It looked as though we were going to have to return to the vases of cattails and uva stalks when there appeared on the market like an answer to prayer an imitation that isn't an imitation, if you get the idea. Einar Wilslev of Viking Specialty Co. has added this new tree and shrub department to his business, and it looks as if he has something—as usual.

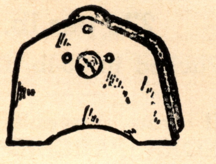
This tree or shrub is built on a lightweight natural tree trunk. It really is just the bark which has been cleverly separated from the inside wood and chemically treated to insure it against shrinkage and brittleness. A cheaper but equally durable quality is built on a papier-mache trunk reinforced inside with a wooden frame. This is painted to resemble the real wooden trunk. It is hard to tell it from the real thing even when you are "in the know."

The leaves of all the trees and bushes are the real thing chemically treated, which not only preserves them but makes them fire-proof as well. And if you recall those old artificial plants you will remember that the fire hazard was always rearing its ugly head. They burned gloriously, but so did the customers. Each leaf is individually reinforced with a long wire stem which permits its being bent to any shape desired. This is handy if you want your tree to dodge a chandelier or if you want it to appear to lure your customers beneath its branches. One neat feature is that the crown, which the combined leaves are jokingly called, is removable. This not only makes it convenient for transportation but also solves the cleaning problem, for even the old rubber trees got dusty. Remember?

The more popular lounge and lobby trees are included in the Viking display—arecas, Fan and Coconut palms, Woodwardia and Giant Boston ferns, Boxwood tree pyramids and hedges, window boxes, spray plants of all kinds, even some of the dear old uva stalks that looked so lacy and natty in grandma's parlor. In fact, wherever a massive plant is desired without full tree height, this line will solve the problem. "And," comments Wilslev, "the market includes the cocktail lounge plus the hotel and apartment lobby, school and office building foyers, and department store displays." Science and Einar Wilslev again come through. ●

* * *

Poise is an attitude you acquire by thinking so much of yourself that you don't give a darn what anybody else thinks of you.



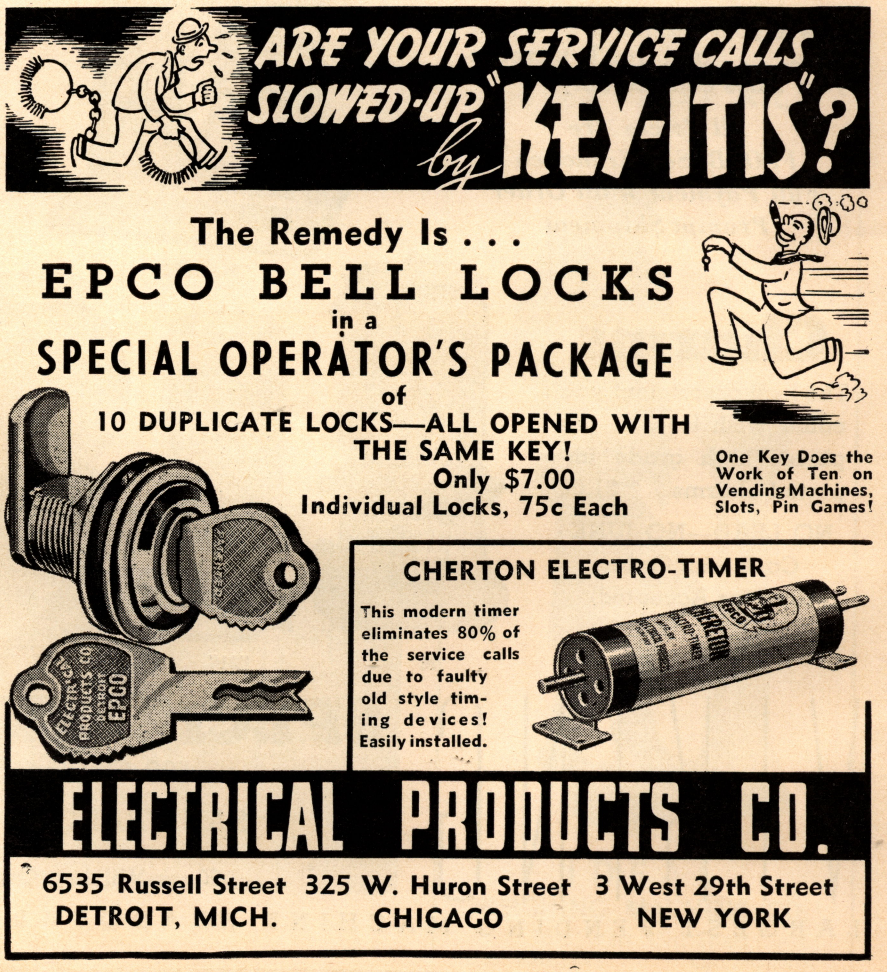
Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE
50c Each; $5.00 per Dozen
$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS



ARE YOUR SERVICE CALLS SLOWED-UP by "KEY-ITIS"?

The Remedy Is . . .

EPCO BELL LOCKS
in a
SPECIAL OPERATOR'S PACKAGE
of
10 DUPLICATE LOCKS—ALL OPENED WITH THE SAME KEY!
Only $7.00
Individual Locks, 75c Each

One Key Does the Work of Ten on Vending Machines, Slots, Pin Games!

CHERTON ELECTRO-TIMER

This modern timer eliminates 80% of the service calls due to faulty old style timing devices! Easily installed.

ELECTRICAL PRODUCTS CO.

6535 Russell Street
DETROIT, MICH.

325 W. Huron Street
CHICAGO

3 West 29th Street
NEW YORK

U-NEED-A-PAK

CIGARETTE VENDING MACHINES

4 - 5 - 6 - 8 - 9 and 12 Columns

●

NEW as To-morrow's Newspaper is U-NEED-A-PAK's

9 Column GUM and MINT VENDOR

which vends Wrigley Gum, Dentyne, and Life Savers in standard 5c packages.

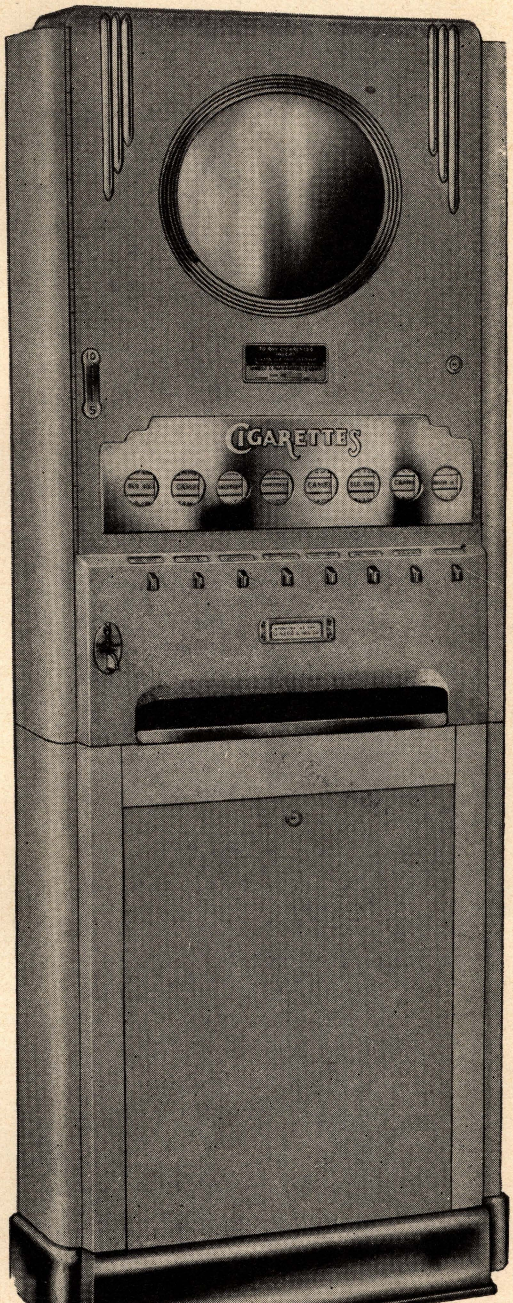
●

Do not buy 5c Gum Vendors until you have seen this NEW U-NEED-A-PAK

Southern California Operators are welcome to inspect the U-NEED-A-PAK at the display room of our representative,

DICK TYRRELL

1356 West Washington Blvd. Los Angeles, Calif.



EIGHT COLUMN U-NEED-A-PAK

DISTRIBUTED AND WAREHOUSED

By

VIKING SPECIALTY COMPANY

EINAR WILSLEV, Manager
References: Dun-Bradstreet

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.

Seattle Office

of Western Distributors newly refinished.

SEATTLE. (RC)—Finishing touches on Western Distributors' newly renovated and remodeled Seattle home were applied the latter part of September, and the firm now boasts of a set-up that is complete in every sense of the word.

New personnel, as well as new machines, novelty merchandise and salesboards, have been added to take care of Western Distributors' growing organization.

The mechanical and repair department is under the capable direction of Allan G. Rau, veteran coinman; the staff under him consists of Mac McFarland and Ole Billings, mechanics; Walt Phipps, shipping clerk; and Bob Kinkead, stock room clerk. Miss Josephine St. Arnaud is the new office manager and Joseph Touriel, crack accountant, takes care of the bookkeeping end of the business.

The Seattle branch is under the management of Wolf Reiwitz. In the short time that he has been in the Northwest, Reiwitz has made a host of friends. He has outfitted the Western Distributor showroom with a greater variety of late model machines than it has ever had previously, and he is doing a fine job in building this firm's prestige to a new high level. ●

Manager's Wife East

SEATTLE. (RC)—Mrs. H. B. Hoffman, wife of the popular manager of Jack R. Moore's Seattle office, left for Chicago on September 27 for a pleasure trip. During her stay in the Windy City, Mrs. Hoffman will be the guest of relatives. ●

Kutting the Korners With Karnofsky

Wedding bells are going to ring next June for Bob Chamberlin, the competent young man who is in the employ of Seattle's Heberling Brothers. The lucky girl is a childhood sweetheart. We asked Bob to give us a little low-down on the gal. "Her name's Crystal," he told us, and that's all we could get out of him. So her name's Crystal, eh, Bob? . . . Is that because she can see through you?

R-K-O might stand for Radio-Keith-Orpheum, but there's nothing of the vaudeville or movie theater about the two Seattle operators who do business under that name . . . They are Milton Roumm and M. Katz, and they're doing right well on their locations.

Howard Didrikson, who operates in Mt. Vernon, Port Angeles, and the Olympic Peninsula, was in Seattle recently renewing acquaintances and getting lined up on equipment . . . We'd like to know the nature of the gift that Howard gave to a certain lady on Coin Row during his stay.

Thelma Oliver, that capable young lady who was formerly the late Harry Wolcher's secretary at Western Distributors, is now in the employ of Jack R. Moore's Seattle branch.

Operator Don Waltz and wife have moved into a new apartment. At one time the Waltzes were living in a penthouse . . . That's what we call Waltz-ing in classy company.

Hugh Eyerly, the husky-voiced, soft-spoken traveling representative of the Gardner Sales Co., returned to Seattle recently after a trip that carried him down the coast and back. Eyerly made some interesting observations on punchboards and their past, present, and future trend. He also said he was meeting with a lot of success in taking orders all along the coast.

Why does Rudy Peterson, that 220-pound strong man of Coin Row, turn red all over, and green at the gills, any time someone mentions the brand-new suit he wore at the party of the Washington Amusement Association in June and that certain something that happened to a certain part of the suit?

Mrs. Harry Jacobs, wife of the eminent comedian-operator, "Porky" Jacobs, has returned from her trip to Chicago. Mrs. Jacobs had intended going on to New York to visit relatives, but unfortunately she was seized with a spell of illness that prevented her from going ahead with her trip. It seems the weather back there didn't quite agree with her; but everything considered she had a fine time. We ran into Hubby "Porky" the other day and asked the trigger-quick wisecracker what incident, place, condition, or experience had left the most impression on his wife during the course of her trip; and he fired back: "Seattle."

Scoop! We've finally gotten the lowdown on this fellow H. B. Hoffman, manager of Jack R. Moore's Seattle branch. Hoffman told us that he'd worked in the plant of the Bally Mfg. Co. for three years and that he'd managed Moore's Spokane office for some time, but he absolutely refused to tell us what the "H" stood for in his name. After several weeks of persistent detective work, after questioning scores of coinmen, after pleading, bribing, persuading and inveigling, we've finally found out . . . It's Homer. Yes, sir; Homer B. Hoffman. But we strongly advise against addressing him by that name . . . It wouldn't be the safe, sane thing to do.

Mrs. George Heberling, wife of the popular Seattle operator, has been very ill but is now on the road to recovery . . . Mickey Hannon, that old cut-up, has taken a jaunt to Portland. Mickey operates machines in Anacortes and surrounding cities.

Smith Brothers, the operators from Victoria, B. C., who had the monicker, "The Cough Drop Twins," tacked on them when they were in the Northwest in December, were seen in Seattle recently getting lined up on new equipment. The boys were plenty busy warding off the funsters who were taking pot shots at them on account of their name. The brothers operate under the name of "Island Amusement & Novelty Co.," and besides their locations they also run a traveling carnival.

On Friday, September 17, a group of Seattle operators were guests of the city of Seattle for the night. It seems the boys indulged a bit too generously during the evening and lost their sense of equilibrium; whereupon several of the city's employees escorted them to compartments so they could sleep it off.

We ran into Vincent Collins, the youth who formerly worked for Al Gustafson and who was critically injured in an automobile accident, the other day, and are glad to report that the boy has gained weight and looks great . . . Doctors who attended him vow that his recovery will go down in medical history as one of the most miraculous of the present day and age.

Harry Haskamp, digger machine operator, is back from his vacation. Five weeks were spent in Canada and two weeks were spent in resting up from the five weeks in Canada. Asked about the trip, Harry grinned and said: "Gee, it was a lot of fun."

Operator Bob Gentili of Tacoma was heard swapping yarns with fellow-operator

(*See SEATTLE, Page* 38)

The CREAM of all that's GOOD in COIN MACHINES

is at your fingertips in the newly remodeled, enlarged Seattle home of

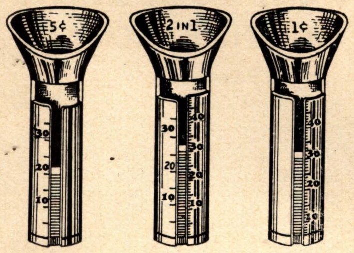
WESTERN DISTRIBUTORS, Inc.

The most complete stock of all types of machines, novelty merchandise and salesboards, plus a mechanical and repair department second to none, are reasons why Northwest Operators are all becoming Western Distributor-minded. Drop in and be convinced.

3125-26 Elliott Avenue
Seattle, Washington

1126 South West Sixteenth Ave.
Portland, Oregon

VIKING'S "EASY" COIN COUNTERS



Made in Three Sizes:

PENNIES ONLY	$1.00 Postpaid
NICKELS ONLY	$1.00 Postpaid
COMBINATION PENNIES and NICKELS	$1.50 Postpaid

These are* STRONG *and* DURABLE *Counters, Made Entirely in* ONE PIECE*—All Aluminum—No Bottoms to Drop Out

---

No Mix-up
No Disorder
No Loss

KEY RINGS

Manufactured Exclusively by Us and for the Operator

No Cursing
No Delay
No Trouble

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-R (will hold up to 40 keys)—25c each, Postpaid
No. 10-R (will hold up to 150 keys)—35c each, Postpaid
No. 5-R (will hold up to 100 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE
(U. S. Postage Stamps Accepted)

Full Satisfaction Absolutely Guaranteed!

COIN WRAPPERS

Tubular or Flat — $1.00 per thousand, postpaid. Pennies, Nickels, Dimes, Quarters, Halves—each denomination a different color.

COLLECTION BOOKS

All purposes. Seven (7c) cents per book, postpaid. Minimum order, ten books.

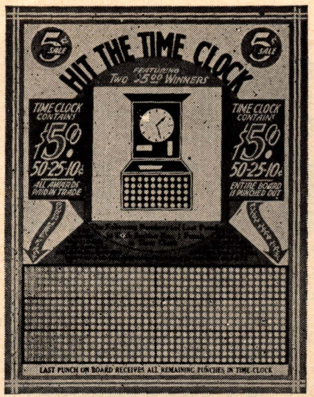
PLEASE *Send Full Payment With Order and Don't Forget to Give Us Your Name and Address*

POSTAGE STAMPS
or
YOUR PERSONAL CHECK
Will Be
ACCEPTED

LOS ANGELES OPERATORS
will receive prompt service from
DICK TYRRELL
1356 West Washington Blvd.
Los Angeles

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIFORNIA
EINAR WILSLEV, *Owner and Manager*
LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST


5¢ SALE
HIT THE TIME CLOCK
FEATURING TWO $5.00 WINNERS
TIME CLOCK CONTAINS $5.00 50-25-10¢ ALL AWARDS PAID IN TRADE
TIME CLOCK CONTAINS $5.00 50-25-10¢ ENTIRE BOARD IS PUNCHED OUT
LAST PUNCH ON BOARD RECEIVES ALL REMAINING PUNCHES IN TIME CLOCK

A NEW GLOBE SPECIAL

HIT THE TIME CLOCK

600 Holes—5c

Takes in	**$30.00**
Pay out:	
2	$5.00
1	50c
1	25c
46	10c
Total pay out	**$15.35**
Total profit	**$14.65**

Price $1.64 Plus 10% Tax

New 72-Page Catalog Is Yours for the Asking

GLOBE PRINTING COMPANY

1023-25-27 RACE STREET PHILADELPHIA, PA.

SEATTLE

(Continued from Page 36)

Bill Williams of Seattle in a local jobbing house . . . Incidentally, Bob has bought out Rube Gross' operating interests in Tacoma.

Last month we mentioned Sibyl Stark, office manager and phonograph buyer for Heberling Brothers, and her captivating smile. We only had a glimpse of Sibyl at that time. Since then, however, we've had quite a talk with her, and the best adjectives in the dictionary appear very small and insignificant when called upon to describe her. All we've got to say is that the coinmen who do business with the firm of Heberling Brothers are sure a lucky bunch. . . . That gal could sell refrigerators to the Eskimos and make them come back for more.

A couple of fellows known as "Chief **Seattle"** and "Starboard" of the Peerless Sales Co. of Seattle had a lot of fun ribbing a certain lady in Coin Row recently because of her good-will gesture toward the University of Washington. The boys kept calling on the phone and making wise-cracks all afternoon. . . . And while we're on the subject, will you two young men please step forward and explain how you got the monickers of "Chief Seattle" and "Starboard" pinned on you,, . . . Okay. lady, it's your turn now! Turn on the heat! ●

* * *

The storm was increasing in violence, and the captain decided to send up a signal of distress. But hardly had the rocket burst over the ship when a solemn-faced passenger stepped to the bridge.

"Captain," he said, "I'd be the last man on earth to cast a damper on anyone but it seems to me that this is no time for setting off fireworks."

"Getting any bites, Mary?"

Roth's 1%

brings added income.

CLEVELAND. (RC)—Getting into a factory usually means suggesting in a place where no one thought to suggest before. If Len Roth ever strikes any trouble in getting the super or others to permit the installation of the machine, he brings out a letter of thanks.

That letter is from some charity, thanking him for the regular and consistent donation of say one per cent of the profits he makes on his machines. Len says that the method originated in the east, where he picked it up.

There, any charity is used ranging from the traditional establishment for research on white mice, to a fund for crippled children. The one per cent does not add up too big a cut, the money does do good, and then there's the otherwise minor element of serving as an Open Sesame and increasing the profits. Who wouldn't pay one percent—or five percent, for that matter, on the added income.

"Income tax complaints are hooey," says Len. "We'd be glad to let the government take fifty or seventy-five percent of a $100,000 income. It isn't what you pay out that counts, it's what's left!" ●

Expansion Noted

DETROIT. (RC)—The James A. Passanante organization is certainly going in for expansion, branching out and blooming forth in a great way, and they will not suffer in the future for lack of heirs to take over the reins. Four additions have been reported in the past few months. It seems to be a habit. The latest and most notable occurred shortly before the grand opening of the new J and J plant. This was the birth of James A. Passanante III, weight 9½ pounds. The future J and J executive is getting into the swing of bossing things already. His father having spent all of one Saturday night and half of Sunday morning up and around and using his voice, James the third has the idea that that's the thing to do and he is now on a night shift himself. Maybe you'd have your program disarranged too if you had to stay awake all one night and until 10:30 the next morning waiting for your father to come home. Anyway, James Senior, in order to catch up on his sleep, has taken to the studio couch downstairs and lets Junior do his lung exercise upstairs. ●

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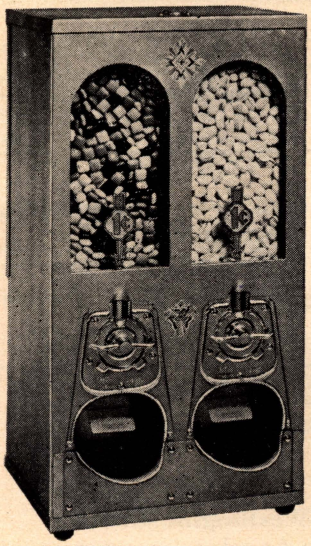

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400	9.00	500	10.00	1000	18.00

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STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

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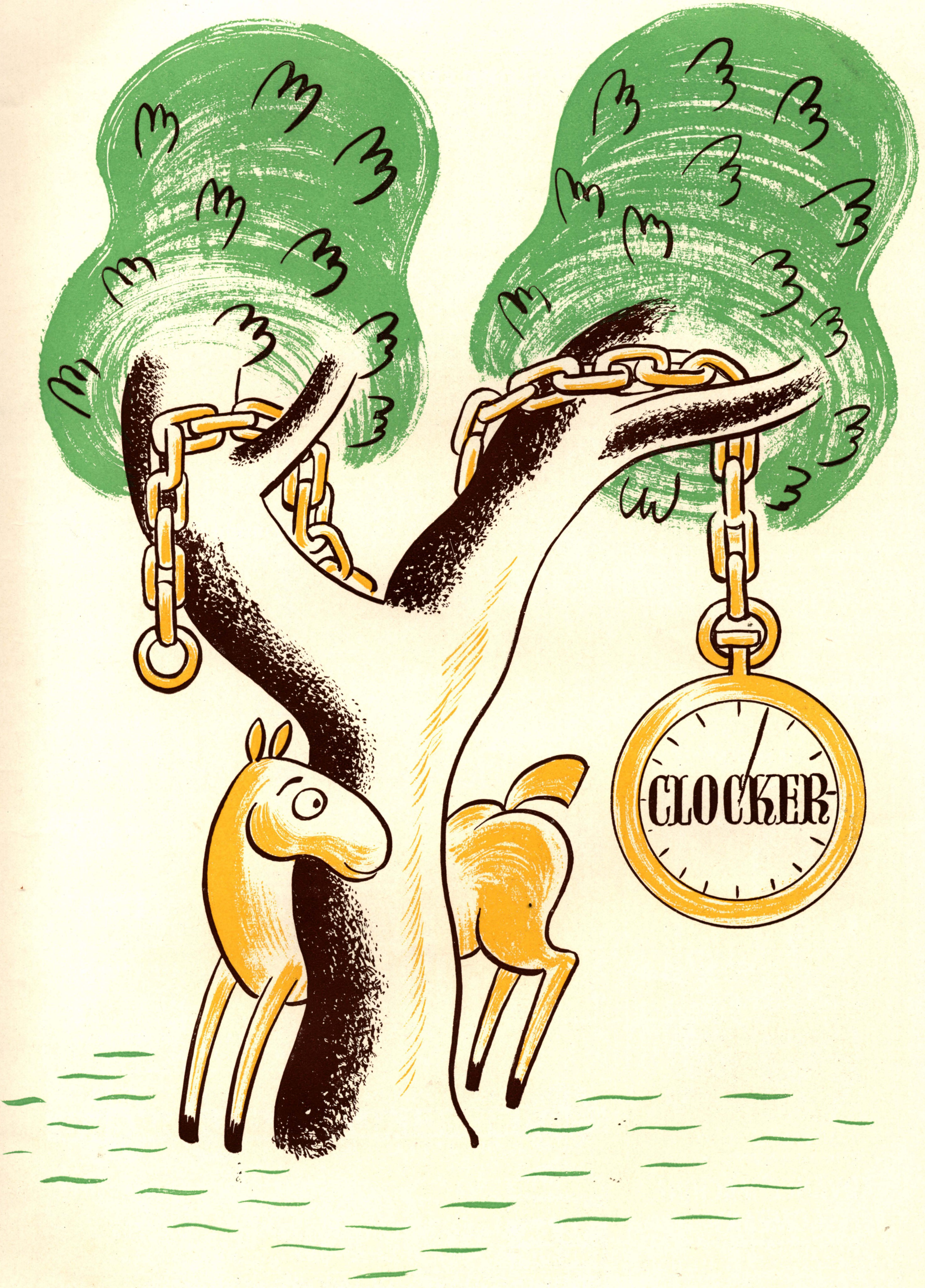
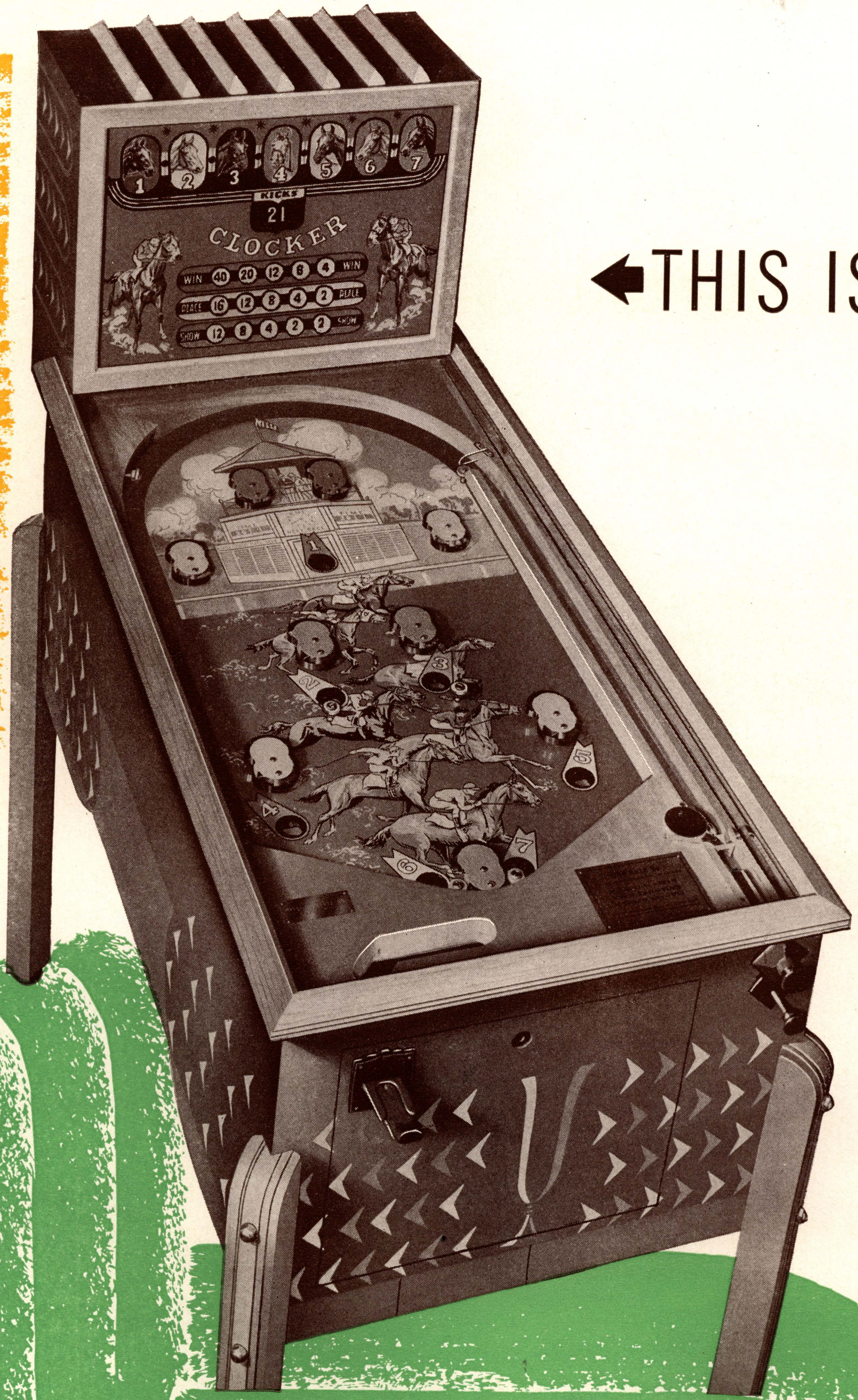
ROUND-SQUARE or OCTAGON-Lettered on 2 Sides


CLOCKER


1 2 3 4 5 6 7
KICKS
21
CLOCKER
WIN 40 20 12 8 4 WIN
PLACE 16 12 8 4 2 PLACE
SHOW 12 8 4 2 2 SHOW

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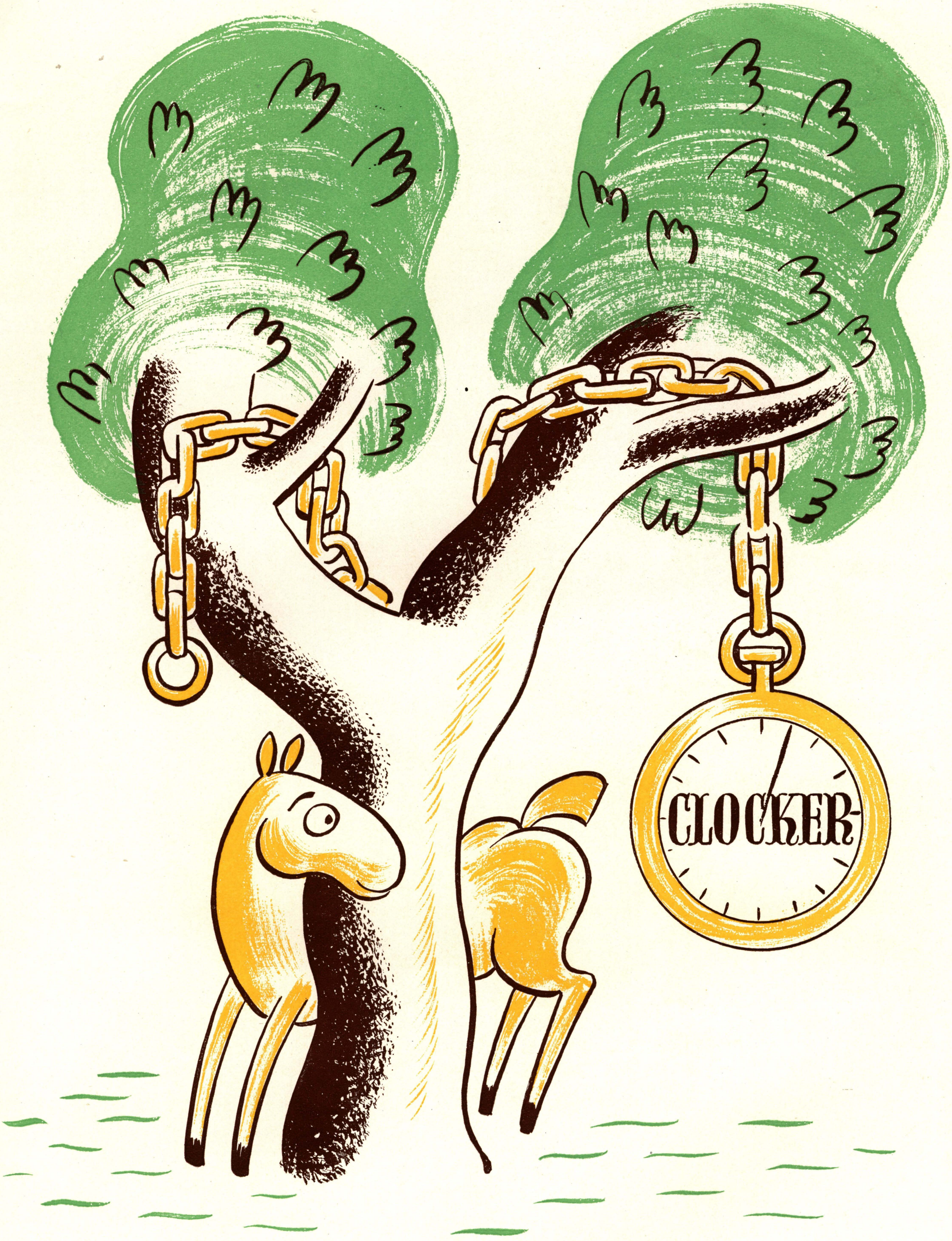
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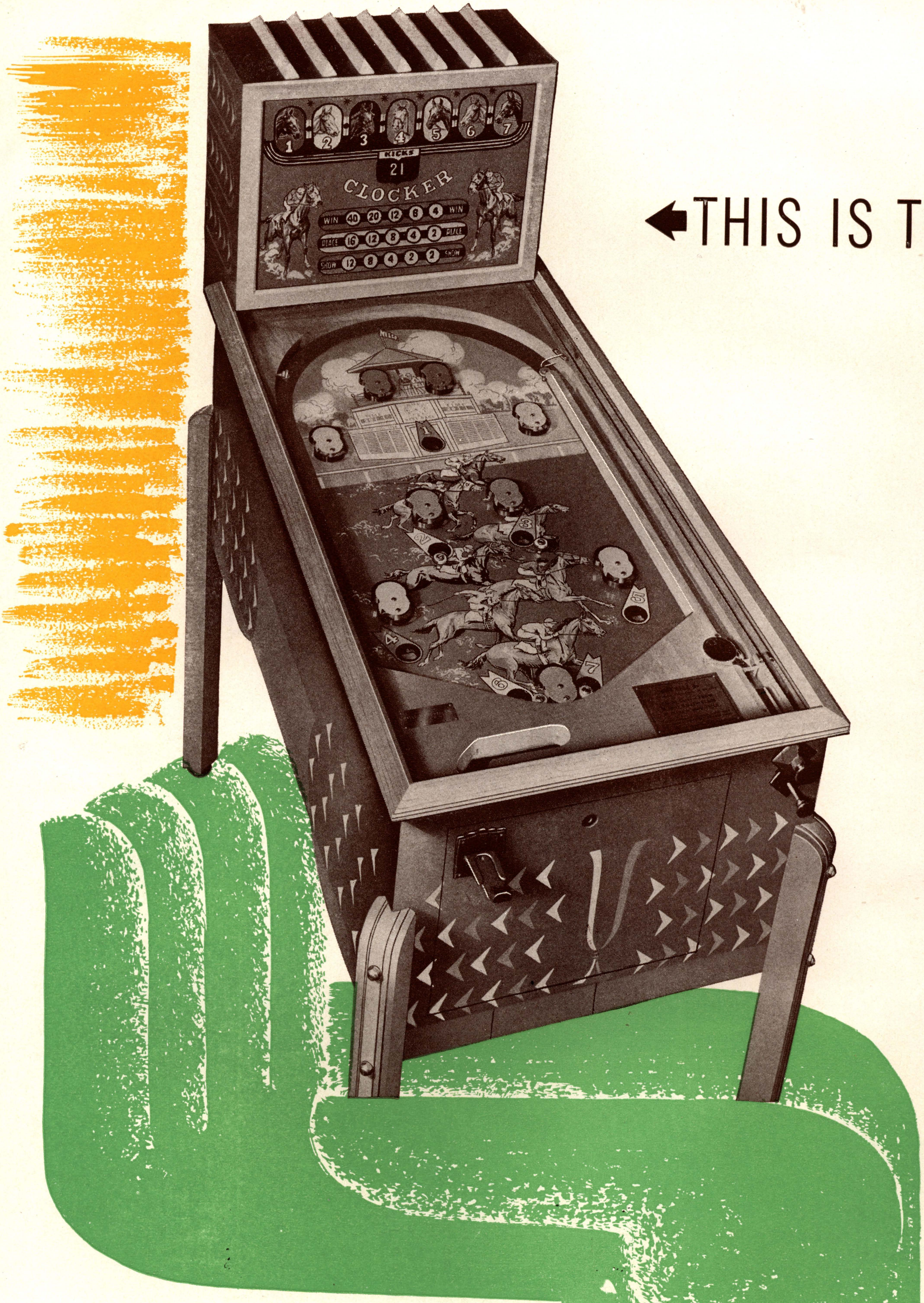
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Purpose of State Operators' Meeting Fulfilled

With the meeting at Los Angeles' Royal Palms Hotel become history, the way for a defensive organization is made clear. And, for the record, something about the banquet which followed the meeting.

"I'll talk rackets back to the best of them; I'm not in a shady business, and neither are the men I represent!"—Charles Cradick, counsel for CAMOA.

"Coin machine men are like old women—they never know just what they want."—A. M. Keene, Taft (California), editor-publisher-world traveler-coinman.

"You can bet your life the legislature doesn't attack the hotel or apartment owners; they have a strong association, and they're able to present their claims so that the legislature can understand them. You need a strong association, too, and you've got to watch out for 1938 and 1939."—John Pelletier, California State Assemblyman from the 44th District.

"I'm not much of a speaker . . ."—Newell H. Stearns, member of CAMOA's Board of Directors, and chairman for the day.

. . . All the statements, as part of the text of the messages, rang true with the exception of that made by Stearns. He conducted himself and the meeting as though it were his vocation, and his deep, pleasant voice was a constant reminder to those who gathered in the Gold Room of Los Angeles' Royal Palms Hotel, the afternoon of September 22, to lay the foundation for a State-wide Operators' organization, of the seriousness of purpose for which they were there.

Some 200 operators from diverse parts of the state managed to divorce themselves temporarily from active conduct of their operations, considered the matter important enough and regarded their business as of sufficient value to warrant the trip to Los Angeles to help plan steps that would protect it from attack and possible termination.

Some 200 operators listened quietly, and in all seriousness, to a group of speakers chosen not simply because they were favorable to the establishment of a defensive organization, but primarily because they could be considered leaders in constructive thought in California's coin machine business, men not only of careful and considered word, but men of action as well. Each of the speakers, it was obvious, had spent considerable time in thinking out the needs for organization, had selected the things needing to be said and discarded the things which would have served no purpose, had chosen the words best suited to conveying his ideas on the subject to the listeners. And when the speakers had done the men in the audience had their chance.

From the fact that the few negative statements were not of a disparaging character but were made questioningly, it was apparent that the representative operators who attended were all heartily in accord with the move.

Editor Keene, who opened the meeting, declared that the attitude of operators which prevented their cooperating, which let them be blown about like straws in the wind, which made them, like old ladies, uncertain of what they wanted, except it be more money in the cashbox, was one to be regretted. His plea for mutual accord met with a genuinely favorable reception.

Jack Shoemaker, scheduled to speak next, had been silenced by the sudden hand of death a few days before the meeting. In ensuing brief addresses William Corcoran, of San Francisco, and one of the largest musicmen in the West, and George Miller, organizer and president of the Oakland branch of the California Music Operators' Association, spoke in behalf of the men of the Northern part of the State, filling the gap caused by the absence of the late Northern Division Music Operators' Association president. Miller promised active support and cooperation of all the men in his branch of association work, not as association-members, but as individual operators.

Legal aspects of the problem were clearly discussed by Vic Perry, counsel for the Kern County operators, and Theodore Golden, attorney for Sam Tessler, of Oakland's Automatic Sales Co. Tessler himself spoke enthusiastically of a need for organization.

Curley Robinson, business manager for the Associated Operators of Los Angeles County, joined in the support of the move, promised cooperation from the body he represents. Others who addressed the crowd included Lou Favorite, late secretary of the now inactive Long Beach Amusement Games Association; William Nathanson, of L. A. Games Co., who took an active part in building interest in the state organization and earlier had stirred Southern California musicmen out of their placidity and into a revamped Southern Division of the California Music Operators' Association; Tony Campagno, of San Francisco, who until recently headed the Digger Association there; F. Knudson, of the Valley Music Co., Fresno; and R. A. "Dick" Talbert, with Knudson one of the oldest operators in the San Joaquin Valley, and "not the least bit interested in addressing a gathering."

Wires from Mac Mohr, on business in Chicago, and from A. S. Douglis, of Chicago's Daval Mfg. Co., offered congratulations and best wishes and extended a promise of every cooperation.

In no uncertain terms, as concluding speaker representing the coin machine men, Charles Cradick stressed the need for organization of operators, not from any selfish standpoint, not to supply jobs to some individuals, but for the protection of the industry's welfare. Likewise Assemblyman Pelletier, who had been brought to the meeting as guest of Los Angeles Operator Edward Kennedy and who expressed an interest in the welfare of coin machine men, outlined legislative practices which could easily be disastrous, mentioned by name legislators whose re-election should be prevented by group action, and told of the amazing number of his constituents who, during the last legislative session, had sent him telegrams, letters and postal cards protesting passage of an unfavorable measure pertaining to coin machine operation then pending. "The conscientious legislator will be governed by the will of the majority of his constituents," Pelletier declared, "and because the majority of mine seem to want coin machines I'm for you. Organize. Make yourselves strong. Prepare now to do battle in 1938 and 1939—I warn you you'll have to or go out of existence."

Almost without exception operators present signed cards which indicated their interest—without any financial obligation involved—in a state organization. Likewise, there was little difficulty in securing assistance from the members of the group in the way of promises to enlist others in their respective operating communities in the cause.

No attempt was made at the session to formulate a complete and final organization. Rather it was desired to take the pulse of operator feeling in the matter, to enlist local aid, to name a few men who would shoulder the first big responsibility, that of definite organization, and who would, once the move was more completely outlined, call a meeting at some conveniently central point to loose the steam generated in Los Angeles and set the wheels in motion. The nucleus chosen for this purpose comprises R. A. Talbert of Fresno, A. M. Keene of Taft, Sam Tessler of Oakland, as representatives for the northern part of the state, and in the southern part the heads of the two associations, in conjunction with the publisher of the REVIEW, whose office will serve as the distributing point for information on the organization.

All that was expected was accomplished. In the words of Newell Stearns, "Our . . . one purpose will be to attempt to ascertain whether or not the operators of this state are in favor of a state-wide protective association, whose endeavor will be to protect this industry from adverse legislation during legislative sessions, and whose services, as the proposed association increases in strength, will be extended."

Two hundred operators answered this question positively. Yet there remain unheard from a little more than twice as many who have voiced no opinion. If they believe that their business is worth defending, if they believe that an ounce of prevention is worth a pound of cure, if they believe that it is better to spend a little time now, and a few extra dollars if need be, than to have nothing but time to spend after the legislature goes into action, they would do well to take the initiative and see those operators who attended the State meeting in Los Angeles, or more particularly, those who have been delegated with the organization work. As an alternative they may address their opinions and their promise of support to the REVIEW, which will act for the time-being as a clearing-house.

As the second feature of a singularly successful day, some four hundred people, coin machine men and their wives and guests, returned to the Royal Palms' Gold Room shortly after seven o'clock for the COIN MACHINE REVIEW's annual banquet and ball.

There was no question about the dinner. It was enjoyed thoroughly down to the last scrap. And music by Ted Dawson and his recording band made dancing a pleasure.

The floor-show is worthy of record, for not a negative voice was heard in the roar of approval of the program as the finest ever seen at a coin machine affair by any of those attending, and one worthy of the swankiest night club.

Armando and Lita opened the show with a vicious and applause-provoking Apache dance and came back later to do a comedy turn in which the gentleman—frankly—lost his pants. While the dancers were doubling from the Paramount Theatre the Three Reddingtons, who appeared next, came in all the way from the Los Angeles County Fair in Pomona, the largest event of its kind in the country, to astonish the audience with a trampoline act in which Phil Brown was almost induced to take part.

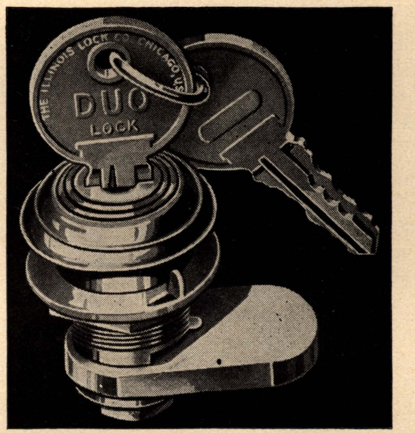
By no means a novice, though for a number of years now his major interest has been coin machine operation and association work in conjunction with it, Alfred Lamb, of Oakland, earned and drew fine appreciation for his work as a magician. Using sleight-of-hand tricks that were anything but ordinary and run-of-the-mill, Lamb got up and performed as he had on the old Orpheum Circuit in the days when the Orpheum meant success.

The Three Radio Rogues, top-notchers in any man's vaudeville circuit or radio show, kept the crowd roaring for half-an-hour with imitations of stars and announcers of all the leading network programs, and came back, at the insistence of tremendous applause, to do a take-off on the President's "Fireside Chats" and, in costume, imitations of George Arliss and Groucho Marx (maybe, thought some, it WAS Groucho).

Probably Jack Kapp, president and founder of Decca Records, present at the banquet, and Band Leader Harry Sosnik, took especial note of the Six Candreva Brothers, whose trumpeting par excellence was not only spectacular but musicianly and certainly worthy of recording.

Burlesque's Bea Cunningham contributed what is most commonly known as a "strip-tease," and managed to do it in such a manner that some feminine members of the audience who had never seen an act of that nature before, were inclined to say: "Why, it's sort of artistic, isn't it?" And with Miss Cunningham, and aided by one of the Radio Rogues, who turned stooge for the moment, Frank O'Neill demonstrated "How To Undress Before Your Wife" in a concluding blackout that wound up the party in exceedingly good humor.

Don Smith made a capable and personable master of ceremonies. ●



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Keep Nickels Rolling

(Continued from Page 17)

designed and artistic machine is first to attract attention. It is apparent that any machine so designed physically as to demand first attention should be an excellent revenue producer provided the entertainment or service rendered is popular.

In other words, both manufacturers and dealers would both profit more were they to give greater consideration to the matter of design and physical attractiveness of equipment.

Consistent thought on styling coin machines for eye-appeal would pay big dividends in keeping the wheels of production turning, and earning money for merchants. When there is evidence that a machine is losing its popularity, the wise course is to replace it with something new that will catch public eye and pocket change. ●

Rau Perfects

new automatic.

SEATTLE. (RC)—Allan G. Rau, founder and owner of the Rau Playboard Mfg. Co. of Tacoma, who now heads the mechanical and repair department of Western Distributors' branch here, bears the distinction of having built the first electrically operated pin game with a light-up backboard.

Until a comparatively short time ago Rau operated machines in Tacoma besides inventing and manufacturing, but sold out his operating interests to R. D. Peck of that city.

Rau's most recent product is a one-ball automatic bumper pay-out table called Dicky Bird. The game has a unique feature in that, when the player succeeds in matching the lighted numeral with a like number of bumps, a canary-bird mechanism goes off, giving forth song that cannot be distinguished from the real bird. The mechanism can be adjusted to continue for as long a period of time as desired. The game is now on display in the showroom of Western Distributors' Seattle branch.

Rau has turned out other novelty and pay tables in his factory in Tacoma, but due to the fact that he has not the facilities to manufacture in quantity production, he has confined his marketing area to the Northwest.

Several nationally-known manufacturers of coin machines have made overtures for his services. ●

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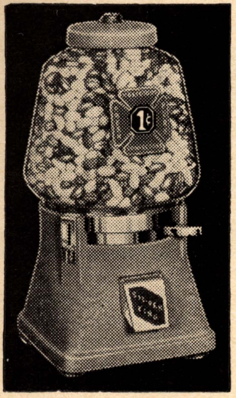

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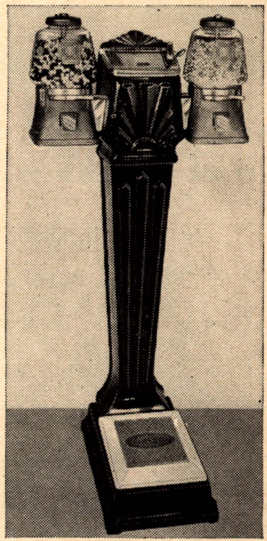

WRITE
FOR DETAILS

Kisecker

gives tip on personnel.

DAYTON, Ohio. (RC)—Charles H. Kisecker, manager of the Best Cigarette Service, was standing in front of his residence office talking with two men when the COIN MACHINE REVIEW reporter came up.

"The job has already been filled," Kisecker informed the reporter as he approached the group.

It was a case of mistaken identity. Kisecker had stationed himself in front of the house to turn away applicants for a job as service man. He had inserted an ad in the paper, and had so many responses to it he got tired of being called out of his office, so he took up his post out on the sidewalk to meet all comers.

Sixty or more men had applied for the job, and as one of the early ones had gotten it, Kisecker was then called upon to pass along the bad news to the rest of the callers.

The occasion was a good one for interviewing the Dayton man on the subject of hiring and handling men. Kisecker has had a great deal of experience in this work, having formerly held positions in the theatrical business calling for numerous personnel contacts and the handling of men.

"I judge an applicant for a job," he explained, "by his approach, his appearance, and his general and special knowledge. When I am hiring a man to service machines, I don't want just a plugging collector or mechanic type of person. I want a fellow who, after looking after a particular machine on location, can scout around the neighborhood and make some new contacts for me. That means he must have a good command of speech, must give some attention to his appearance, and have an elementary understanding of human nature.

"In handling men I find it best to work along with them, put orders in the form of requests, and compensate the men for extra services asked of them, without waiting for them to demand it. If I have an errand to do, I ask one of the boys to do it for me, explaining that if he hasn't the time, I will do it. If it is some difficult job, instead of bluntly ordering the fellows to set a hand to it, I suggest, 'Let's go over and do such-and-such a piece of work.'

Helen really isn't Savage (though that's her name). The popular manager of the Fort Worth office of the Automatic Amusement Co. is just showing off the robes she wore while being inducted into the Tribe of O'Toole Indians, coin machine fraternity sponsored by Bally Mfg. Co.

"I resent being ordered around myself, and I'm sure every other human being does. I find the average fellow has a pretty good idea of what he is supposed to do, and he doesn't have to have anybody bullying him into action." ●

Leaves Early

DETROIT. (RC)—Alfred Block of the Block Marble Co. in Philadelphia will never know what he missed by leaving the J and J opening to go home in the afternoon. He covers the East and Northeast while his brother, Joseph, takes care of the South and Middle West. The third brother, Harry, has charge of the office. The Block brothers manufacture small parts and supplies of all kinds for pin games and vending machines. They are expanding their line to include phonograph covers, electric bulbs and a full line of springs in addition to their standard lines of glass and steel marbles. ●

MR. LIEBERMAN

of Coin-Craft Canada, Hamilton, Ontario, was a recent welcome visitor to General Amusement Devices.

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KANSAS CITY

KANSAS AND MISSOURI

News from the Heart of America

By B. K. ANDERSON

KANSAS CITY, Mo. (RC)—Vacations are over and although it will be several months yet before the "Hot-stove League" swings into inaction the air is filled with suggestions of tall stories of operator vacations that should be breaking well about the time operators begin to get snow bound in local showrooms.

Johnnie Johns is just back in town from a trip that took him to Atlantic City and several Canadian points. And if Johnnie can't pull a good one or two from three weeks of that kind of wandering we don't know our Johnnie.

Gus Edison, rural Missouri operator, who also has just returned from the north country, tells of fishing through the ice in Canadian waters several weeks ago. This should furnish Johnnie with an idea of what the competition is like.

Mason and Crummett, genial co-owners of Central Distributing Co., although taking vacations that slightly overlapped, visited virtually the same section of the country, the Eastern Seaboard. This, of course, will give these two fine gentlemen quite a handicap. And, in the interest of fair play, it is suggested that alternate days on the calendar be set aside for each to tell of his experiences. This should do away with a lot of those disturbing: "Why, that's nothin' compared to what happened to me when I was in New York. Why, did I tell you—?"

Not to be forgotten along this line is Carl Hoelzel. Carl chose the Rocky Mountain section as his vacation destination and took time out on the way back to visit in his old home town, Ponca City, Oklahoma. And if you don't think Carl has a good average in the old winter league, ask him what's the biggest oil gusher he ever saw, or tell him that you don't think there are any good looking gals in Colorado Springs.

Dutch Darkow, Carl's right hand man, is still kicking because the longest time he could get away from locations was less than two days. Dutch says that it not only puts him away down in the league's batting order but gives brother Elmer Darkow, Cederburg, Wis., operator, all the glory in the family. Elmer is expected in Kansas City again early this month on his second vacation of the summer.

John Niedecken, Falls City, Nebraska, will probably be awarded the prize, if such is ever offered, for being the most traveled commuter in the Heart of America area. John is a weekly visitor to Kansas City, purchasing most of his equipment from Kansas City dealers. This is almost a three hundred mile trip and John allows himself about four hours traveling time for it.

So far this year John has purchased two new Chevrolet coupes. He turned the first one in when it had over 100,000 miles on it. Typical of his driving was a recent week-end trip to Indianapolis. He drove up one morning and back the next evening. The pace might well have gotten him long ago, he says, if it wasn't that he has the best partner in the business, Mrs. John Niedecken.

Reports current for the past month to the effect that Vernon Sperry of Topeka, Kansas, was quitting the coin machine ranks are unfounded, according to very good authority. The same source also states that not only is Vernon a very active operator but has recently purchased a block of new equipment. All of which is very welcome news to this corner in that he has long been probably the best known operator in the Kansas Capital district.

Although the Missouri-Kansas Operators' Association has held no meetings during the past summer there is strong feeling that something might be done along this line in the next few months. The success of the Iowa Association in several instances and another collective effort in this section recently have left many operators with the belief that collective efforts, which have proved successful in other localities, might well be applied in this section.

Probably the most interesting development along this line was that of a midwestern group early this spring. A fund was subscribed and good legal talent secured. A bill was prepared and presented to the state's legislature. The bill, strictly a licensing measure, set the fees high, primarily, of course, to prevent location ownership of machines. The fees provided in this measure were: $1,000 for the first machine, $500 each for the next four machines, and $10 each for each succeeding machine. The bill did not pass but did receive much favorable consideration.

Due to high operator approval which greeted this measure it is almost certain that similar legislation will be presented to Missouri Valley legislatures again next spring. Certainly organized support of such legislation by operator groups will be necessary if the measures are to have any chance of success.

Two sure signs of good business are crowded showrooms and piles of unpacked equipment. That's just the picture in Kansas City at the present time. The late summer heat wave has broken and buying is on a strong upswing. Encouraging is the consistent gain being scored by standard, high-grade machines. True, novelties are getting along but the bulk vendors, cigarette machines, and like equipment are making the biggest gains.

Carl Hoelzel summed it up very well when he said: "They're in a buying mood."

And Carl must believe his eyes for he has chosen this month to place on the market his newest shop product, Skillo. This is an inexpensive counter game which he plans to distribute nationally before winter is well under way. Skillo, he says, is designed to catch odd pennies, which have become much more prevalent due to recent sales tax measures. Awards are in cigarettes and the machine keeps a pay-out record. Skillo is also an optional gum vendor and is simply constructed in an effort to eliminate service calls. Carl says that it has proved itself on trial locations and it will take a lot of fast talking to convince him that he doesn't have the world by the tail this time.

Midwest music is still on the upswing with both Central and United claiming large gains with promise of an even richer market in the next few months. New machines outnumber old about ten to one on local locations, which is all that needs to be said as to how Heart of America patrons have taken to this type of equipment.

Along the bulk vendor line congratulations are in order to the Messrs. Sandhaus at Colonial Sales Co. Not only have their vendors found good display space in the showrooms but are eye pleasing and give every indication of being sturdy, dependable equipment.

Joe Winton, long United's ace shop mechanic, whose wedding plans were announced in the last issue of this publication, is no longer with that company. According to reports he is still a single man. Joe has returned to Aurora, his home town, and has not made known his plans for the future.

Ivan Nelson is the first reported victim of the changing seasons. When last seen he was suffering with a severe head cold. Dust off your flannels and shine up the flasks, men—it's that time of the year again. ●

• • •

"I suppose," said the lady to the train conductor, "if I pay the fare for my dog he will be treated the same as the other passengers and be allowed to occupy a seat."

"Of course, madam," the conductor replied politely, "he will be treated the same as other passengers and he can occupy a seat, provided he doesn't put his feet on it."

• • •

"The stork has a particularly long bill," observes a naturalist. Every father knows that.

Modern Merchandising

Automatic Cigarette Vendors' Association of Eastern Pennsylvania

President—EDWARD J. DINGLEY; Counsel—NORMAN FUHRMAN. Meetings held in the Fox Building, Sixteenth and Market Streets, Philadelphia.

By HARRY BORTNICK

This organization, in the short period in which it has existed, has already made an enviable record, and done a lot of good work among its members and for the business in its locality.

The last meeting was a good one, and the members visibly displayed their cheerfulness at the progress which had been made. Although their organization is very closely knit, and well united they are seeking ways and means of receiving better cooperation and making the organization an even greater asset to its members.

There have been two new cigarette machine operators who have begun routes recently, and so great is the influence and prestige of the organization that before they even had their machines placed on location they made application for membership. They declared they wanted to receive the protection of the organization as soon as they entered business so that they would be sure of the permanence of their locations.

During one of the summer meetings Mr. Shackleton was elected treasurer; he was chosen to take the place of another member who had sold out his route and retired from the cigarette vending business.

Members were very happy when they were informed of the action that city council had taken in regard to the reported tax on coin machines. Although it was not brought up at the last meeting, many members unofficially gave credit to the good work of their organization in cooperating with other coin machine groups, which helped to pigeon-hole the measure. ●

Popmatic Features

simplicity, positive operation.

ST. LOUIS. — Promising operators a steady, profitable, legitimate business, a new automatic popping popcorn machine known as Popmatic has been recently announced. Elimination of motor, rheostat and thermostat in the device, according to claim, makes the machine simple in operation and prevents "out of service" delays. Capacity of the vendor, before refills are necessary, is 250 bags.

Machine is said to be housed in modernistic cabinet of chrome and wrinkle-finished baked enamel, fitting into half the space of an ordinary popcorn machine. A patented process pops the corn, and delivery —from nickel to sack—requires 85 seconds.

Now pending, with five machines on their way to Los Angeles for test purposes, is a deal whereby Mohr Brothers may acquire the franchise for California distribution. ●

"Nuts" Means

something else.

FRESNO, Calif.—Detective Sergeant A. B. McCreary returned from a burglary case. "What did they get?" he was asked.

"Nuts," was his reply.

"I don't care what you think—what did they get,"

"Nuts—from a peanut vending machine."

South American

amazed at nickel slot machines.

MONTREAL, Canada (RC)—A visitor from South America was introduced to the night life of Montreal, and after a cabaret performance wandered out with his friends to an all-night restaurant. There his attention was attracted by the coin machines and the operations of several were explained to him. He won a few tokens and exchanged them for cigarettes, then proceeded to reminisce in a slightly contemptuous manner.

"Call that taking a chance?" he said. "I like something with more of a sporting element in it. Now, on the . . . (he named a popular steamship line running between London and South American ports, whose identity cannot be disclosed except at advertising rates), the company runs coin machines for the benefit of the passengers. The tariff is a shilling a throw, and believe me or not I have known a passenger to collect twenty-seven pounds ($135) on his investment of one shilling. The largest sum I ever won myself was two pounds, but it often happened that I won a pound. Of course, I lost occasionally. On one occasion a friend borrowed a shilling from my wife in order to try the machine. She won five pounds.

"These are called 'fruit machines.' They do not pay in fruit, but there are three parallel columns in each of which appears a picture of a fruit, say a pear, banana, pineapple, plum, or peach. When you pull the lever and the pictures revolve, the aim is to have them stop with three parallel columns, each exhibiting a picture of the same fruit. If that happens, you get the jackpot. If you have two of the same kind of fruit, you get a smaller specified minimum amount. The 'house' collects through an automatic process one shilling in twenty which covers expenses and perhaps nets the steamship line a profit. In any case these machines are amazingly popular and provide the same zestful element of speculation as does the pool on the ship's mileage."

The South American visitor was amazed to learn that all the coin machines in Canada are operated on a nickel basis. ●

Rowland Forms

Marland Sales Co.

SACRAMENTO, Calif.—As of August first Lou B. Rowland has severed his connection with the Harlich Mfg. Co. to devote his entire time and energy to his own enterprises. Under the name Marland Sales Co. he has become California representative for Gam Sales Co. of Peoria, Illinois, makers of jar deals, and for Mills Mfg. Co. of Chicago, makers of novelty board deals. In addition he operates the Capital Games Co. here.

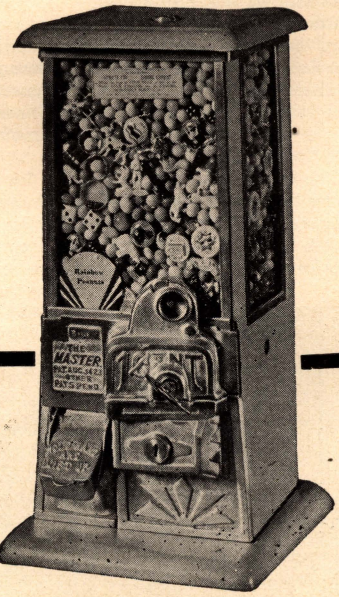
In explaining his resignation Rowland declared that other interests require more time than he was able to give. At the same time he expressed himself highly favorable to the state-wide operators' organization formed recently, and offered every possible cooperation. ●

Year in . . year out

— BANK on it!

THE MASTER

MERCHANDISER



Or write the Factory for full information about this and other Proven Money Makers.

TODAY . . . or 10 years from today . . . your investment in MASTERS will produce more consistent returns dollar for dollar than in any other type of equipment. Not "flush money," but solid earnings. If security appeals to you, ask your MASTER distributor for further details:

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THE NORRIS MFG. COMPANY • COLUMBUS, OHIO

Cigarette Merchandiser's Association of New York

President—JACKSON BLOOM; First Vice-President — BENJAMIN OROWITZ; Second Vice-President—A. GOSCH; Secretary—S. YOLLEN; Treasurer—WILLIAM PEEK.

By IRVING SHERMAN

The Cigarette Merchandisers' Association, Inc., held its regular meeting Thursday evening, September 23, in room 582 of the Chanin Building, New York City.

President-elect Jackson Bloom started off his term auspiciously as a record attendance greeted him. In greeting the members he expressed thanks for the honor shown in his election to one of the most important bodies of the East so far as cigarette merchandising is concerned. Declared Bloom:

"You and I are agreed that there is one aim for all of us here. I refer to the betterment of our trade and a break for every operator of cigarette machines, no matter how humble or how large.

"I would be remiss in appreciation if I did not take this opportunity to express gratification at the attendance tonight. But I want to take this opportunity to point out to every member present that by coming to the meetings of the CMA no one profits as much as we ourselves do. It is not a matter of mere regularity or just coming to see our friends and competitors. Important business has to be transacted that requires the urgent attention of all of us."

Concluding his opening address, in behalf of the CMA, Bloom thanked preceding officers of the Association who, he declared, worked untiringly and unceasingly and succeeded in bringing the Association through some tough inner struggles.

As the meeting progressed, various members rose to inquire as to what steps, if any, had been taken to secure the cooperation of cigarette manufacturers in enforcing the rules and by-laws of the CMA. It had been understood at previous meetings that the cigarette manufacturers would cooperate, and several, members of the CMA, had thus pledged themselves.

"In this connection," Bloom outlined, replying to several queries from members, "the National Cigarette Merchandisers' Association is playing a significant and important part. Of recent origin, this national body is gradually gaining momentum and because of its very nature is setting the basis for cooperation from the manufacturers, not merely locally but much more satisfactorily in every hamlet, town and city of this country. Its president, Martin Berger, who, as you all know, is a former president of the CMA and is a tireless worker in behalf of amicable relationships between operators and manufacturers, at the moment is busy on plans to bring to the attention of the manufacturers the value and profit that lies in helping the operators to maintain order and fair competition in their businesses. Before long we will be able to tell every cigarette machine operator everywhere that he need not fear about chiselers and about locations. The whole country will be organized and safeguarded for him."

Operators who remain immune to appeals to join the CMA next took up the attention of the meeting. Members of the Association like Messrs. Peek and Schwartz related how discouraging it was to encounter these "outside" men who could not be controlled and who offered all sorts of money to locations regardless of the status of these places with reference to rulings of the CMA.

"Something must be done and done soon about operators outside the CMA who are cutting the ground from under my feet," Peek complained. "While I am bound by my allegiance to CMA, the outsiders feel no allegiance but that of their pocketbooks. As a result, some of my best locations are being jeopardized and no one knows where these fellows will strike next."

Admitting that the entrance of new operators into the cigarette merchandising business did complicate matters, thoughtful members of the CMA arose to discuss sensible ways to impress upon these newcomers the advisability of becoming members of an association.

"I believe," stated A. Gosch, Supreme Cigarette Service, Inc., and one of the pioneers of the CMA, "that the problem presented by non-members among operators is a problem that can be solved only if every member of the Association pledges himself to solve it. I suggest that every member appoint himself a committee of one and go out and find these new operators and talk to them. I think the average person can be made to see that there is profit in an organization such as we have founded. If members will think first and will not get excited about competition from unethical sources, they will be much more capable of meeting this competition and finally overcome it." Other members arose to endorse this view and urged that members take Mr. Gosch's talk to heart.

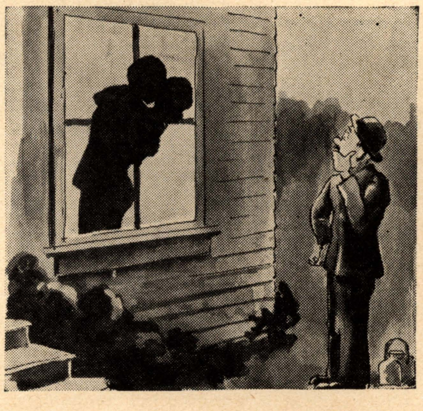
Following this topic, members turned to changes in the by-laws of the Association, which changes, it was held, would be calculated to render the position of operators more flexible in connection with unfair competition. While change was deemed advisable, many members were opposed to any alteration of the by-laws, holding that once rigidity was sacrificed, it would prove the leak for the whole dam to give way.

On this point, Martin Berger, Rowe Cigarette, spoke at length. In effect, he pointed out that the clamor for change is ill-advised, inasmuch as it conveys the impression to outsiders and to members that the CMA doesn't know what it wants.

"I would rather have it that we went through some discomfort but stuck to our goal of safeguarding even the humblest among us. Admitted that some of the by-laws work hardships, but I believe they impose a discipline that is bound to be helpful rather than not."

Although one or two members took the floor to support Berger's view that change in the by-laws was inadvisable and for the reasons as given, the greater body of the members, it was evident, veered to change.

William Peek, for instance, of Peek's Service, had been finding the going rough in the Queens and Jamaica boroughs,



"And she told me he was her brother."

Silverstein Busy

being father, planning celebration, bar-mitzvah.

NEW YORK CITY. (RC)—Morris Silverstein, amiable and efficient Chairman of the Legislative Committee of the Amalgamated Vending Operators' Association is finding his hands full these days. What with the license situation in New York, the gala celebration of the Amalgamated and the birth of a son to Mrs. Silverstein, Morris is all agog. But just to show the boys that he is a glutton for punishment, Silverstein will stage a bar-mitzvah party for his eldest son, Eddie, that will rival the coming out of any society deb. If plans materialize and the Association does not importune him too much, the bar-mitzvah will rival the Wurlitzer parties, for Silverstein does not plan anything on a small scale and is busy even now compiling lists of guests that reads like a roster of the population of the city of New York.

Something like 1500 guests are to attend, if information regarding Silverstein's plans can be relied upon. These will include not only operators, but all manufacturers and jobbers that Silverstein can think of—and that's a large order.

One of the better known operators, Morris Silverstein has every coin machine operator in Greater New York indebted to him for his untiring efforts and labor in their behalf. Friends and business associates are predicting that the bar-mitzvah of Silverstein's son will be an excellent opportunity indirectly to pay tribute to the boy's father for his many acts of help and guidance to coin machine folk. ●

where he operates, and his relation of abuses and the effect on him because his hands were tied, convinced the majority of the members at the meeting that some of the restrictions originally imposed on CMA members were entirely too stringent to cover every case.

In consequence, it was no surprise that when several motions proposing changes in the by-laws were voted on, the affirmative came out on top. These changes, not yet ready for official publication, will, however, soon be made available to the trade. When this is done it is believed that some of the grievances against the CMA by members suffering from unfair competition will be eliminated. For this reason alone those who voted for the changes contended that the CMA will, in the end, benefit by the changes, and the entire atmosphere of charge and counter-charge engendered by too rigid by-laws, and at times threatening to upset the judicial calm of meetings, will once and for all be cleared.

Application for membership to the CMA was announced on behalf of the Dublin Cigarette Service Co. of the Bronx. Pending the adjustment of locations in which both members of the Association and this company are interested, the application was put on file.

The meeting of September 23 was the last of the monthly meetings which have been held during the summer season. Beginning October 1, regular meetings of the CMA will be held on the second and fourth Thursdays of each month. ●

Newspaper

publicizes contest.

LOS ANGELES.—Long a foe, albeit sometimes milder than others, of marble games, the Los Angeles "Daily News," first of the papers to carry in paid advertising space the announcement of CAMOA's contest, went a step farther and carried a top-column page three story which opened:

"Starting today, Los Angeles may 'enjoy the exhilarating heart-pounding thrill of solving the puzzling magic of games of skill.' Such is the announcement of CAMOA, the California Amusement Machine Operators' Association. It means that from here on out things are opening up and the marble machines are running again with a payoff on winners.

"The marble games are not opening quietly, on the sly, but with a terrific blast, a blast backed up with placards and throw-away dodgers and a $5,000 a week prize contest.

" 'There has never been anything before conceived so marvelous, so startling in its fascination as the suspense and action of CAMOA games,' the association modestly announces. Then it outlines its righteous, profit-sharing plans . . .

"So the marble games will open again today, but the payoff will be in slugs. Receipt for the purchase of five slugs (or the inevitable reasonably exact facsimile thereof) enables any person to enter the contest. He is then privileged to fill in empty cartoon balloons with words of praise for the slot machines . . ."

It seems likely that the writer had his tongue in his cheek, that perhaps he couldn't read very well, for some of his facts were mixed and in direct contradiction of CAMOA's instructions to operator, location and player alike. Perhaps the writer was ordered to interpret the story in the light of the paper's policies. But the fact remains that even though the publisher may have been willing to bite the hand that fed him, he did tell the story, and the publicity was harmless enough. ●

Derby Console

adds multiple 9-coin head.

CHICAGO.—Highly enthusiastic over the reception given their mystery single-chute Derby Console game introduced recently, D. Gottlieb & Co. have now announced as companion model a Derby Console with multiple 9-coin head which retains all the features of the original game but adds to its proven play-compelling design a manifold earning capacity.

According to declaration of Dave Gottlieb, head of the firm, the game's horse race play has been selected by operators as the type of play most universally popular in coin machines. Likewise he indicates that features most enthusiastically received by the trade are the appearance of cabinet and the back-panel with amplified third-dimensional lighting, cycle-arrester which foils sharpshooting systems, disappearing cabinet handles for ease of transporting, and accessibility of the entire mechanism.

"The new nine-coin model," Gottlieb declared, "was designed for the very utmost in profit-making. Five- or twenty-five-cent play is optional, and with nine plays possible at one time the game reaches a high point never before attained in earning capacity."

Player or players may select any or all nine horses as their entries simply by inserting coins in the corresponding chutes. Odds appear on the back-panel and the spinner light goes into action. Payouts range from 4 to 1 to 40 to 1 for win, place, show, and fourth, and when all nine horses are played, Daily Double and Field may be won, paying 20 to 1.

Gottlieb reports that orders to date have far exceeded expectations. ●

Machine Ban

scored by residents.

HUNTINGTON PARK, Calif.—Banned a few weeks ago by action of the city council which declared, "We have always had trouble over these marble games," the pin tables received unexpected support in an amazing volume when more than 2,000 business men and residents of the city signed a petition urging the council to reconsider the ban. Presentation of the petition was scheduled for Monday night, October 4, at the time set for first reading of a blanket ordinance which would make illegal the operation of all marble tables.

Petitioners contend the machines will continue in operation and that the city might as well collect approximately $1500 annually in licenses. They also maintain the machines constitute an asset to small businesses.

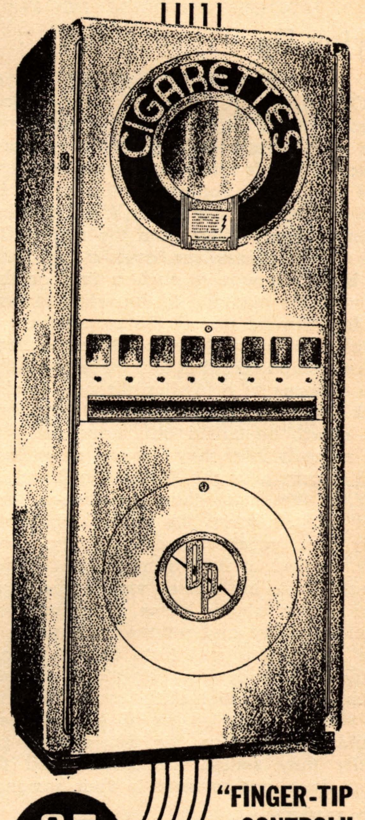
Efforts of the Organized Operators of Los Angeles County were believed to have played a considerable part in the success of the signature collection. ●

Johnson With A.B.T.

CHICAGO.—Now in a new factory at 715-723 North Kedzie Avenue, A. B. T. Mfg. Co. is proud of additional "newness"—in the form of a new general sales manager named by Walter Tratsch, head of the firm. Assuming his duties immediately, Ed C. Johnson will follow A. B. T. policy in directing his efforts toward building sales of exceptionally high grade and unusual amusement, vending and merchandise machines, it was declared. Johnson has been connected with the coin machine industry in various capacities for a number of years. ●

DOUGLAS

THE ALL-ELECTRIC CIGARETTE VENDOR



"FINGER-TIP CONTROL"

$95

COMPLETE
Nothing else to buy

Almost like the magic of Alladin's lamp—the lightest touch of the button of the new **DOUGLAS** delivers cigarettes instantaneously. Not only simple and foolproof in operation, the new **DOUGLAS** is easy to service . . . has no motor to wear out . . . makes change faster, carries more stock, is practically slugproof. YOU can enjoy the magic of this new vending sensation. Write NOW for full information.

DOUGLAS PRODUCTS COMPANY
6545 Carnegie Ave. Cleveland, Ohio

PORTLAND

Flying Op

loses prop.

PORTLAND. (RC)—Dale Grimes, a local operator of the Eugene sector, is the owner of a new cabin plane. With "Tony," proprietor of Tony's Place in Eugene, as guest, Dale took off for Portland in the late afternoon of Tuesday, the 28th. When nearing Aurora, twenty miles from the metropolis, they found themselves over a low-lying fog bank. It was at such a time as this the machine indulged in the whim of tossing into discard one of the propellers.

Dale, a young flyer, coolly announced to his companion that he would have to take chances on a landing through the fog bank. Lighting a cigarette as they scuttled down, he called out "hang on." A few seconds later they flopped down in a field of corn near the Willamette River.

With little more than a shake-up and their neckties awry, the boys climbed out. They found transportation to the city, where they arrived at 8:30 at night, got Budge Wright from his home, visited the store room to try a new game, fixed up their purchase order and returned to Aurora to face an excited and irate farmer, owner of the corn field, who demanded compensation for destruction of the crop. The price he wanted sounded as if the skyfliers would have to buy the whole field, but finally they settled the matter, tied the plane down and returned to their homes. ●

BUD KINNEY, of Everett, is up in the air most of the time and probably the United Air Lines will have to give him a medal for high mileage in air travel. He flew down to Portland a few days ago and fenagled Budge Wright and Jack Moore into a golf threesome. It is news when competitors like Moore and Wright meet on the greens, or isn't it? The three men played the Lloyd course. The game came to a reluctant end due to darkness while Jack and Budge were hunting their balls.

E. ROLAND ALLEN went to Tillamook two years ago to "look things over" for three days. He installed a series of vendors and games from Western Distributors and he is still registered at the Tillamook Hotel where he registered when he first hit town. Not much has happened to him since he quit Portland except: (1) he became a Mason; (2) he got married; (3) he is making money so fast he hasn't time to come to Portland where he would very much like to be; and, (4) he has twenty-eight suits of clothes with which he knocks out the eyes of the natives in the famous ocean-breeze-cheese-and-trees section.

Moore Opens

Montana branch.

PORTLAND. (RC)—The first direct and only factory branch coin machine house in Montana has been opened by the Jack Moore organization at 259 East Park Street, Butte. A full stock of machines has been placed on display—including Seeburg, Exhibit Supply, Bally and Jennings lines. In charge of the Butte headquarters is Clyde Womack, manager; Jimmy Parker assistant.

Many interested visitors and buyers have been at the new store since the opening. Jack Moore was up to see the boys get started. Jack has recently purchased a Lincoln Zephyr and its performances are a revelation and delight to him. He left Missoula at 7:30 in the morning, stopped three and a half hours in Spokane, and arrived in Portland at eleven o'clock in the evening, covering the 750 miles from Montana to Portland at eighty-five per. Moore says it is the nearest thing to flying on the ground that he has experienced. ●

New Game Ready

PORTLAND. (RC)—They're playing Casho here and it is the only game of its kind in town. Ward and Wernitsch are the gentlemen who have pioneered the try-out and they are now looking for a larger street floor location, and Ward is on his way to Los Angeles to interest capital to introduce Casho to the Angels. With each admission two packages of merchandise, amounting to ten cents, are sold, and the purchaser plays the pay-off game free. Featured on a wall is a large spindle indicator with serial numbers on it. Numbers are also on the wall beside the indicator. The spindle is spun and stops on lucky numbers getting cash running from ten dollars up, according to amounts of purchase. The game appears to be free of legal limitations and operates here under an ordinary retailer's license fee, which is not high. The public seems to like to go for Casho. It has been some time since varieties of darts and golf-ball-tossing games were shut out here. ●

M. G. WHITMAN, who bears the name of the famous northwest pioneer missionary, Marcus Whitman, and whose grandson he is, visited Portland and made important purchases of Western Distributor novelties. Whitman reported business very good in the great wheat belt and Whitman College going stronger than ever.

Oregon Amusement Games Association

President — JACK R. MOORE; Secretary — DAVID FERTIG; Treasurer—BOB ALLEN.

As a result of a momentous decision by Circuit Judge Arlie G. Walker, in Polk County, to the effect that marble games and slots are within the law in this state, the legal affairs of the coin machine men are again uppermost. It affords another case for the Supreme Court. The State's Counsel has appealed from the Circuit Court judge's opinion. The case arose on an action by C. C. Coats, an operator of Independence, Ore., was was charged by the District Attorney of the county with operating a lottery. Judge Walker dismissed the criminal charge and made his ruling that the games are legal and are not gambling. The State's brief touches high points in its argument, which maintains that the various games appeal to the ignorant and simple, "who are attracted by bright colors and fancy high-sounding names"! (What if the doctors in the Medical Arts Building hear of this?)

As a result of splendid united action on the part of the Oregon Amusement Games Association, their counsel, Walter Tooze, Jr., has already arranged to contest the appeal in the Supreme Court. The Association met at the Imperial Hotel, Portland, September 29, and Attorney Tooze made a detailed report on the situation and the significance of the action in Polk County. Plans were laid for future action by the Association. Reports were heard from different parts of the State regarding operation of the games. The situation was viewed as far more satisfactory than at any previous period in recent months. In towns where games are licensed the play is uninterrupted, it was stated, and it is believed most municipalities appreciate having this source of revenue.

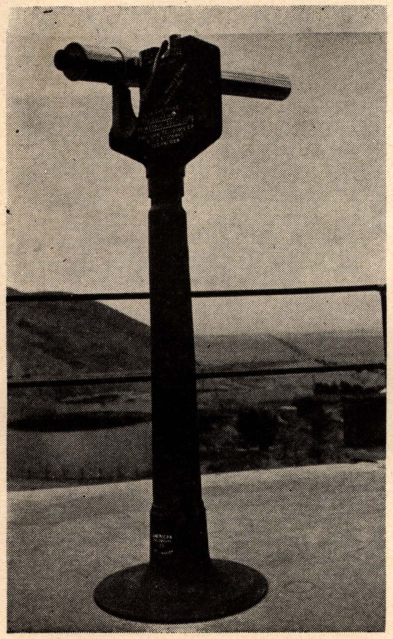
Two changes were made in the O. A. G. Association directorate. Don Armitage having become a tavern keeper, Capt. Ivan Ware was elected Armitage's successor. Budge Wright, new manager of Western Distributors, was nominated to succeed Earl Wurzweiler, who has retired from business. Completing the board of directors are: Ollie Vincent, of Newberg; Hugh Hammerly, of Albany; and Earl Bush, of Marshfield. Jack Moore is president of the Association, David Fertig secretary and Bob Allen treasurer.

MOUNTAIN STATES Novelty Co., with Ed Stout as manager, has located in new headquarters at 6119 Sandy Boulevard, in Portland.

OLE HANSEN, of Aberdeen, sports a new deluxe Ford.

AT JACK MOORE'S Portland headquarters: Jack is out hustling in the field; among numerous recent callers: Frank Dalton, Western Vending, Eugene; O. A. Brower, Aberdeen; Irving Ware, Western Sales, Portland; Earl Bush, Marshfield games tycoon.

THE ARNSBERGS, Ace and Harry, got in their vacationings just in time to take over Northwestern Co.'s sales and service as Boss Levin took a notion to go a-sailing through the Canal to Cuba and way points to New York. Who's worryin' about the coin machine business? Huh!



Here is a RARE OPPORTUNITY:

FOR SALE

A PROFITABLE COIN TELESCOPE BUSINESS

Five years have been spent in the development of a **superior** coin operated telescope—the only telescope operating with a dime or nickel and giving twice the time for a dime as for a nickel. This instrument is not a toy nor a cheap "look at the moon" viewer, but was developed by one of the country's leading optometrists on scientific optical principles.

Telescope requires no attendants. No awards or merchandise needed. Theft-proof coin receptacle at base holds $700. Telescope shutter does not operate on slugs, foreign coins, or any coin but a nickel or dime.

An ideal proposition. Four complete units, parts for six more units. Patterns and blueprints. $5,000.00 cash takes all. Write or wire for an appointment!

AMERICAN TELESCOPE COMPANY

9439 Wilshire Boulevard **Beverly Hills, California**

Wolcher Rites

held in New York

PORTLAND. (RC)—An active and forceful figure in the Pacific Northwest's coin machine industry has been stilled. The death, Monday evening, September 13, of Harry J. Wolcher, manager of the Portland office of Western Distributors, Inc., and brother of Lou Wolcher of Advance Automatic Sales Co. of San Francisco, came as a distinct shock to friends and relatives.

Long associated with the coin machine industry, Wolcher died as the result of an appendicitis operation performed the previous Friday at Good Samaritan Hospital.

First word of his illness reached San Francisco the Monday prior to his death, when the Portland office reported to Heine Grusenmyer, Lou Wolcher's assistant in San Francisco, that Harry had decided to take a few days' rest. His condition was still satisfactory Wednesday when Lou called San Francisco from Chicago.

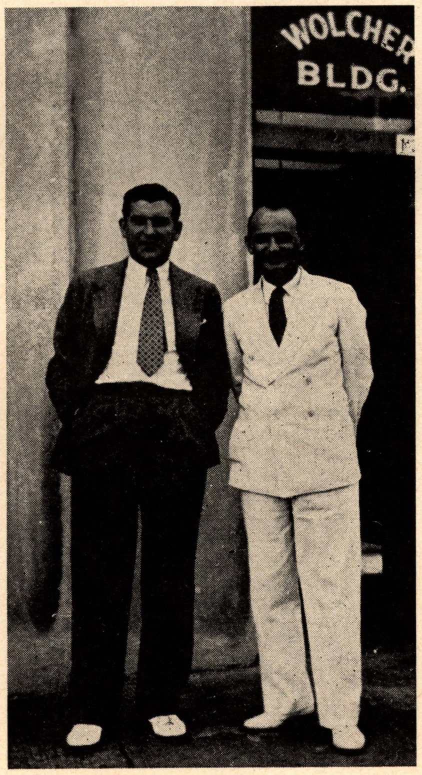
A turn for the worse came Thursday and Lou cut short his trip and flew from Chicago to be with his brother when he underwent an emergency operation Friday evening. He showed every sign of a favorable recovery when suddenly Monday evening he lapsed into a coma from which he did not regain consciousness.

Wolcher was thirty-eight years old. His widow and his brother survive him.

Final services were held at the Park West Memorial Chapel in New York City, Sunday, September 19. Mrs. Harry Wolcher and Lou Wolcher accompanied the body east so that his mother could be present at the services. Among the coinmen present at the service, paying their last respects, were Al S. Douglis, Ben L. Kulick, Max Glass, Paul Gerber, John A. Fitzgibbons, George Moloney, Mr. and Mrs. William Rabkin, William Blatt, Nat Cohn, Irving Sommer, Mr. and Mrs. Joe Fishman, Mr. and Mrs. William Gersh.

West Coast coinmen join the COIN MACHINE REVIEW in extending sincere sympathy to members of the family in their loss.

Budge Wright has been named manager of Western Distributors. ●



Photographed for the last time, the late Harry Wolcher is here shown with Budge Wright, new manager of Western Distributors, at the time of opening of the firm's new quarters in Portland.

IN PORTLAND
from Walla Walla to replenish stock, Ed G. Wright reports he has inducted his son in the bell games business in order to be able to devote more time to football, of which he is devotee and booster. If he gets one more man into the business he says he'll give all his time to football.

W. O. CLINGER
is not only a successful coin machine operator but buys and sells hotels. A hotel a day keeps the blues away for him, for there is plenty to watch in hotel deals. He operates a string of machines, and as a side line he is operating the Grand Hotel at Roseburg.

TWO
of the automatic phonographs reported in last month's REVIEW as having been stolen from operators in this territory, have been found. The serial numbers had been removed and the cases repainted. In one case the unlucky possessor had paid $150 of his good money for the machine. In the other case the machine was on location but the owner of the premises did not know who the owner was. The machines were recovered by their rightful owners. ●

OAKLAND

Oakland Notes

By D. H. PETSCH

Frank Clarke of Oakland's Clarke Novelty Co. dragged himself away from business long enough to make an extensive fishing trip throughout Northern California. He returns with the usual stories of those he saw, those that got away, and those that he landed after a bitter fight. We allowed him to stretch it to a 30-pound Cohoe salmon before we said we'd had enough. If you know the trick of working cube root (which we don't), you can probably arrive at the true size of Frank's catches. George De La Cruz watched the home fires while Frank was playing, and, according to the East Bay boys, gave them some stiff competition.

This seems to be the time when all good music operators come to the aid of their vacations. Frank Shaeffer and his family made an extensive tour of the Southwest, H. V. Mainson of H. & A. Music Co. and his wife have returned from a trip to Boulder Dam, while the rest of the boys have chalked up their trips to Stockton and Fresno meetings as vacations.

The September meeting of the East Bay Association had one dull moment which everyone welcomed. The Grievance Committee, for the first time since its appointment, had no complaints to report. Ordinarily this makes for spicy argument with a few bitter feelings tossed in for leavening, but members gave President Miller all the credit for the September clear sailing. Harmony has come home to roost in Oakland.

The Pittsburg Novelty Co. was voted into the East Bay Association at its meeting of September 27. The COIN MACHINE REVIEW extends its congratulations to the new member and wishes it every success.

A snappy new invention which threatens to revolutionize the coin machine industry (so he says) has been introduced by Tony Capers of Bates Sales. His little brain-child is a coin shoot guard, and all the boys around the Bay are enjoying talkfests and disputes over whether it will have a far-reaching effect on machine construction. Some stick with Tony, some think it's a "fly-by-night" invention, but Tony just smiles and says, "Boys, the proof's right here. Watch it work."

Bill "Daddy" Corcoran of San Francisco has been made patron saint of the East Bay Association by unanimous ballot. His personal check for $100 was presented to the group to defray expenses accumulated in meeting the local ordinance rulings. This law, if you recall last month's story, was dug up from the past when there were no phonograph operators and promises to give the boys plenty of worry and sleepless nights over how to meet the $50 yearly tax on the machines. With men like Bill on hand, it looks as though it's going to be a short life for the ordinance.

The State Music Operators' Association is no longer an idle threat. Its reality was cinched at the September meeting in Fresno. Northern and southern representatives of the local associations met in Stockton previously in the month to discuss methods of coordinating the two units and agreed on the Fresno aggregation as the logical time for complete organization. From the East Bay area went George Miller, F. E. Morgan, Sam Tessler, Harry Matheny, George Bates, and Alfred Lamb, while San Francisco was represented by Tony Compagno and Bill Corcoran. First order of business was the election of officers which was completed in the record time of three hours with Miller named as president and Compagno bagging the secretaryship. Bylaws were adopted amid heated discussion and are to be voted on at the various local chapter meetings. ●

ATTENTION VENDORS

IMPORTED
Celluloid CHARMS

The Finest and Greatest Assortment Ever Assembled

$1.00 Per Gross, All Different Styles

Buy a sample pack, and if it does not prove to be the finest assortment, worth double the price, your money cheerfully refunded.

REX IMPORTING CO.
759 Ellis Street
SAN FRANCISCO

Ziff Opening

attracts huge crowd.

SAN FRANCISCO. (RC) — When grand openings are given, Joe Ziff is the boy who knows how to throw one in a big way. September 28, 29, and 30 marked the red-letter days in this part of the country when Joe celebrated with open house his incorporating the Crystal Music Co. with the Action Sales Co. and his becoming Northern California distributor for Rock-Ola phonographs and games. Four hundred invitations were issued, and it looked as though the four hundred came and brought their neighbors. Out-of-towners visiting in San Francisco at the time remained for the event, according to Joe.

With plenty to eat, plenty to drink, and music from the new Rock-Ola Imperials, you don't need much more to make a swell party, but Joe didn't stop there. His new secretary, Miss Claire Burman, invited her girl friends to add that extra spice. And Joe grinned at his friends from behind huge baskets of flowers. He had angled Steve Vistica into furnishing these decorations, and the name of Steve Vistica means something "in these here parts." Steve is not only an operator but a landscape gardener. At the recent San Mateo Fiesta, Steve was head gardener and his blooms, particularly his delphinium, have taken prizes at flower shows all over the State. His choicest specimens he displayed at Joe's opening.

Close to eight hundred people visited Joe during the three-days, it was estimated by Andre Le Page, bartender for the occasion. He spoke in terms of cases when describing the open house—three cases of Scotch, two cases of gin, fifteen cases of beer. The buffet lunch he estimated with more difficulty but his gesture took in the long table running the full length of the room, stacked with food.

During the first four hours of the open house, forty Rock-Olas were sold for cash. The first customer was Frank Marty, of San Jose, who bought ten machines. "Babyface" Puccinelli, of North Beach, was so enthusiastic about the display he disappeared with rod and gun for a few hours and bagged forty buyers and orders for twenty more immediate deliveries.

Some of the famous out-of-towners present included: H. J. Reinheart and partner from Los Angeles, Gus Kuhns of Hayward, Don Woolsey of Stockton, Frank Vitali from Healdsburg, Mrs. Inez Anderson from Stockton, Ray Hicks of Red Bluff, Tony Giovotti from San Jose, S. Jassburg from Fresno, Mr. Da Dulmage of Sacramento, George Miller and Tony Compagno, president and secretary of the State Music Association, and Leonard Hayes from Sacramento, who won the door prize—a beautiful electric clock and electric razor.

The COIN MACHINE REVIEW and friends of Mr. Ziff wish him hearty success in his new venture. ●

CLARENCE McCLELLAND, Western representative of the Rock-Ola phonograph service department, is on an extensive business and pleasure trip throughout the Northwest. He plans to return in six weeks.

* * *

"Ah sho' does pity you," said the colored pug to his opponent as they squared off. "Ah was bo'n wid boxing gloves on."

"Maybe you was," retorted the rival, "an' you is gwine die de same way."

PHILADELPHIA

Philadelphia Coin Machine Operators' Association

President—MARTIN MITNICK; Vice-President—FRANK ENGEL; Financial Secretary — B. HANKIN; Secretary — JACK BRANDT; Treasurer—B. STEIN.

By HARRY BORTNICK

After a long summer recess meetings have again been regularly resumed by this Association, and its regular healthy, large attendance was noticed at the last meeting of the month, when almost one hundred per cent of the membership was present. The few absentees sent their regrets and promised to be present at future meetings. It is the boast of the Philadelphia operators that they are one of the very rare business organizations which can point to a majority of its members being present at all meetings.

It is always of the greatest importance to the business, and to individual operators that all meetings be well attended and that all members know what is going on at such meetings. The local Association is one of the oldest organizations of its sort in the United States, and leaders have learned through experience that it is necessary for all operators to cooperate and keep in contact with the organization. Best results can be obtained only through close cooperation of all members with the Association. Organizations are sure to benefit if they take cognizance of the experience and practices of this Philadelphia group.

An example of the benefit to be obtained from the associated efforts of the operators is shown through what occurred at Philadelphia's city council, where a tax on all amusement machines had been proposed, and was being discussed favorably.

All members were notified at the meetings what was going on at council, and were asked to help the organization persuade the councilmen that such a tax as was proposed might be disastrous to the local coin machine business.

The meetings of council were followed closely by designated representatives of the Association, and when the public hearing at city council was opened, members of the Coin Machine Association, in cooperation with those affiliated with other groups, took the stand to explain their position and to ask abandonment of the proposed tax.

Victory crowned their efforts. The tax was not passed by council, in fact, was entirely submerged under the eloquence of the operators and the protests of the public when they were made to understand the real effects of such a tax. It was largely through the efforts of the public and the educational and friendly stand of the operators, that all coin machines were relieved of any further taxation.

As Frank Engel explained to this reporter when he was asked his opinion on how best to defeat obnoxious measures: "It is the duty of the operator to gain the good-will of the public, and of the city officials. Our business is dependent upon this good feeling, and we must foster it and help it to grow. Therefore, more than any other group, we must cooperate with them in every way, and show our willingness to be helpful.

"We never battled against the tax proposal, but merely tried to avoid this unnecessary tax by explaining our position and the very harmful effects of the measure. The public has come to have a more friendly and understanding feeling toward our business and gradually is being educated to the fact that coin machines are not gambling games, but are placed in locations for the entertainment of the player. That has been our attitude throughout this period—one of friendly, cooperative, educational feeling, and it has helped us avoid the tax, and gained us powerful friends."

At the meetings this attitude was more fully explained, and all members concurred in the motion that all efforts should be made to gain the understanding and friendship of the public through any manner possible.

A startling innovation, and one which may cause some discussion among the members, but not in the halls, at least, was the announcement that meetings will begin promptly and exactly at nine o'clock. It is the desire of all officers to have members cooperate with them in this request.

The membership heard with the keenest regret that Mr. Blumenstein was retiring from business, and had sold his route to genial Myer Frank. He would, however, continue his contact with the coin machine operators through his employment by Frank.

The usual laughing and joking "Blummie" was grave and serious, almost upon the verge of tears, as he addressed the members of the Association and quietly, honestly thanked them for the fine cooperation which they had always extended him, and the wonderful friendship and helpfulness which they had shown him.

The Association in turn thanked him for his pleasant relations with their organization, and wished him well for future health and prosperity.

Association Personals:

We have been requested to find out where Cy Glickman has been hiding. Now we wish to report, without great investigation, that Cy is so very busy selling his new machine that he can't find time to come out and attend meetings.

The organization members are now advised that Dave Goldsmith, the horse-racing expert, has found it so very easy to beat the horses that he's decided to give up betting on them, because he can't get a kick out of it any more. More power to you, Dave. How about giving your system to someone else? Us, for instance.

Engel and Spector have closed their concession in Wildwood and are now back on the job looking for some of the locations they lost during the summer months.

Newest Philadelphia subscriber to the REVIEW is Eddie Richter. Congratulations.

Sam Lerner and his Mrs., it has been reported, are refurnishing their new home.

It is now the time of the year when everyone is thinking of Chicago. Where, oh, where, is "Convention Sam" Newman? He should have some information. Incidentally, boys, when you're at the Chicago show look for the COIN MACHINE REVIEW editor and publisher.

Mitnick and Engel, the Association's hard-working president and vice-president, surely must try to keep in close contact with each other. Whenever you meet one you're asked if you've seen the other. ●

Good Will Method Told

PHILADELPHIA. (RC)—Here's an instance of how the Philadelphia Coin Machine Association and one of its members did a good deed which repaid them ample dividends: Harry Rubin, one of the Association members, had a machine which was not worth much and he contributed it to the Chevalier Jackson ward of the Temple University Hospital. He gave it in the name of the organization, and it was given a prominent place in the newspaper and favorable mention by one of the city's leading columnists.

The good publicity was better than anything which could have been purchased for any amount of money, and reacted favorably in the interest of the organization. The public, which after all can make or break any business, was given a good impression of coin machine operators and their reaction subsequently helped defeat an unfavorable measure which would have hurt the coin machine business. ●

Arresting Constable

termed "accomplice."

MONTREAL, Canada. (RC)—Dismissal of twenty-one charges of possession of illegal slot machines against that number of Montreal storekeepers has been asked of Recorder Semple by Rene Theberge, K. C., counsel for the storekeepers.

Dismissal was asked on the ground that seizure of the machine in each case was made by a constable who had played it. Counsel contended that the seizure should not be allowed to come before the court because the constable became an accomplice by playing the machine, so that if it was illegal for others to play it, it was also illegal for the constable.

Antonio Lemar, representing the City of Montreal in the cases, agreed to another motion on the part of defense counsel, asking that particulars of each of the seizures be added to the information. ●

ED J. COLLINS

has been credited with the creation of two new streamlined games, Keeno and Bonus, for H. C. Evans & Co., according to report of R. W. "Dick" Hood, president of the firm. Games are built both in console and counter models, and use neither marble play nor spinning reels in play action. Collins, a former city engineer in Los Angeles, has experimental laboratories located in Beverly Hills.

TO THE EDITOR:

Approval

Editor, The REVIEW:

I believe you are putting out a very good magazine, and I enjoy it fine. I really don't like to see the manufacturers advertise in any magazine that is distributed to the general public where sometimes it creates ideas that are detrimental to our business, especially when such a publication happens to fall into the hands of public officials.

S. A. M.

Editor, The REVIEW:

I read three coin machine publications, but I like the REVIEW best of all. It helps me to give better service.

G. H. B.

Editor, The REVIEW

I enjoy the whole magazine and I do not think I could say anything that would make it better. I enjoy the reports from different states and cities; it gives us news from the outside which we would not otherwise get.

C. T.

Likes Ad

Editor, The REVIEW

We think the ad run by Will P. Canaan in the September issue of the REVIEW, and prepared by you, is a dandy and should bring some very nice results for Mr. Canaan.

We are copying the story as you have written it and will publish it in our house organ, The Northwesterner, if you have no objections.

The Northwestern Corporation.
W. R. Greiner.

Morris, Illinois.

Educational Campaign

Editor, The REVIEW

How about this educational campaign that was mentioned in the REVIEW some issues back? Are all the other operators dead on their feet, or are they all afraid to tell anything about their legitimate business?

If the boys would get off-the-dime and write their ideas to you, wouldn't it get this thing rolling, and wouldn't it do everyone a lot of good?

Birmingham, Alabama. R. J. B.

It would!—Ed.

More Swindling?

Editor, The REVIEW:

On April 29, a form letter was sent out by a Mr. Martin Harris of 1471 Broadway, Longacre Building, New York, in which he offered machines at a ridiculously low price.

We received this list and at the time we received it, we thought it was "phoney," and we ordered a quantity of the machines from Mr. Harris. We did not send him any deposit, but asked him to ship us via Acme Fast Freight, sight draft bill of lading through our bank. Needless to say, the shipment was not made.

Today we received the following letter from Mr. F. D. Boyle, Post Office Inspector of New York, N. Y.:

"Will you please advise me immediately what your experience has been with Martin Harris, 1472 Broadway, New York, N. Y.? Kindly make your reply as complete as possible and enclose any matter you may have received from this person by mail or otherwise, including the envelopes, if possible. Also, please send cancelled check or other evidence of payment of money to this person.

"At the present time we have under arrest two individuals connected with this affair and evidence you may possess is urgently needed in this respect."

As you can see from this, gentlemen, Mr. Harris must have swindled quite a few operators. If you have any information concerning this party Harris, we would advise you to send all information direct to Mr. F. D. Boyle, Post Office Inspector, New York, N. Y. Fellows of the Harris type should be put where they belong, and we trust you will get behind this and send whatever information you can to the Post Office Department at New York City.

Huber Coin Machine Sales Co.
J. O. Huber, President.

Chicago, Illinois.

Information possessed by any readers of the COIN MACHINE REVIEW pertaining to this case may forward it, and such other evidence as they have, either to the REVIEW, or directly to Post Office Inspector Boyle, and in doing this will accomplish a service to operators throughout the country.—Ed. ●

Western Vending Machine Operators' Association of Southern California

President—LARRY HAGLER, 3808 Flower Drive, Los Angeles, RIchmond 8915; Secretary—PHIL EISENDRATH, 1555 Merriman Drive, Glendale, Douglas 1515.

Meeting of September Twenty-seventh

Opening the regular monthly meeting of the Association, President Larry Hagler reported on the get-together of operators at the State-wide Association meeting held at the Royal Palms Hotel in Los Angeles earlier in the month. He commented particularly on several of the speeches made there and the attitude of prominent coinmen who are working to further the development of the organization. Stressing the need for a strong body for protection of the operators' interests, he urged all operators to indicate their interest and willingness to cooperate.

Under new business there was discussed the possibility of use in California of sales tax tokens, and it was suggested that if such tokens do come into use their size be so established that they will not fit vending machines. President Hagler agreed to take the matter up with the Chamber of Commerce for their assistance.

Strong condemnation was made of jobbers and others who put out new machines and sell them as established routes, claiming a definite earning power. Not only was this deemed unfair to newcomers to the business, but it was felt that the practice was harmful to the vending machine industry as a whole. Accordingly the following resolotion was passed:

Whereas, it has come to the notice of the Association that certain dealers of vending machine equipment have been placing new machines on locations, advertising same for sale as established routes with a specified earning power, and

Whereas, this practice is obvioosly unfair, unethical and misleading to the purchaser of such routes, and

Whereas, this practice is obviously undamaging to the vending machine business as a whole, and to all operators in general; therefore be it resolved

That the Association go on record as opposing and condemning such practice; that unless this practice is discontinued, further action will be taken by the Association; and that the secretary be instructed to send a copy of this resolution to all dealers in vending machine equipment in Los Angeles.

President Hagler then threw the meeting open to general discussion of problems affecting the welfare of the operators, and led off with helpful suggestions on placing and servicing of machines. During the round table that followed, licenses, sales tax, and other matters were discussed. Col. E. P. Bailey of San Marino commented further on his fight against sales tax on vending machine sales of chocolate bars. He indicated that everything in his case appeared satisfactory and all the information was in the hands of the State Board of Equalization. A report of decision in the matter is expected shortly from the State Attorney General's office.

Following this there was a general discussion on how to impress operators with the importance of the Association, and thus increase the membership. The secretary was ordered to write to other associations throughout the country to determine what methods they had used and found successful in building interest and membership.

At the same time it was agreed that less business and more entertainment at meetings might prove an incentive. Accordingly it was moved, seconded and passed that each member pay a dollar for entertainment at the next meeting. Under this plan tickets have been printed and will be available through the jobbers, with the dollar charge covering dinner and entertainment. At a directors' meeting held later, the program for the meeting was outlined, and it promises to be a crackerjack. The date set is October 25, and the place is the Casa de Rosas Inn at 2600 South Hoover Boulevard. It will NOT be at Clifton's Cafeteria.

You are urged to get your tickets from your jobber, and to be present at the next meeting. ●

ALTHOUGH

Chicago's Monarch Coin Machine Co.'s new quarters are good-sized, current reports indicate that the constant flow of visitors to the display rooms makes the space seem rather snug. Ray Bazelon, head of the firm, attributes the crowding to the fact that all operators who have business in Chicago make it a point to visit, and to the extensive exportation of games and equipment overseas.

THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill
for 1c Novelty Vending Machines, packed by:

M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.

3311 Ross Avenue, Dallas, Texas **1120 South Park, Omaha, Nebraska**
Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.

Boston

Boston Doings

By WILL MAINE

BOSTON. (RC)—"Thirty days hath September—," and they were a busy thirty days for both jobber and operator. The former were plenty busy what with changing the seashore locations of their silent salesmen to more lucrative spots for the winter months and shopping around the district trying to determine which of many new and snappy competitive machines that the industry offers for the fall season would be their choice. With so many snappy models and attractive designs the boys admit that choosing is a problem, and especially so in the automatic music field. The competition in improvements of design and mechanism is keener than the edge of a freshly stropped razor. The automatic music machine manufacturers have done their utmost to offer the modernistic symphony of color and cabinet design. The cheapest of the models could find a spot in the most fastidious of night spots. The largest models are miniature stage productions that would put life into the dullest spot, and the new lighting effects are really something to look at and talk about.

TOBACCO SALES AND SERVICE
of Boston are steadily increasing the number of locations owned by them in and around the Beantown. At present the manager of the X-L Coin Machine Co. of this city tells us the boys of that firm are real hustlers with over 800 machines on location.

DAVID SCHUMAN,
one of Boston's leading operators in the automatic music field, was in and around the district when Barney Blatt of Atlas Coin introduced us. Barney was proudly demonstrating his newly arrived Seeburg Royale show room set-up, with a hot Tommy Dorsey record and so feverish a tempo and rhythm that your correspondent lost control and broke loose into a tap dance and business stopped for awhile. When it resumed we noticed that Schuman had signed on the dotted line for every Seeburg Royale in the house and all he could get for the next month.

DAVE BOND,
the boss of Trimount Coin Machine Co. and Snacks Mfg. Co., was out of town on business when we called at his headquarters, but we were treated graciously by the three charming ladies in the office, a blonde, a brunette and a titian-haired Miss whose blush was almost as red as her hair when the girls told us she had . . .

JUST BEEN MARRIED
Her name is Lillian Bloom and she is the little lady who types the majority of the letters to you, if you are doing business with the Snacks Co. Yes, sir, she has went and done it. She is now Mrs. Gerald Gordon, commuting back and forth to Boston from Billerica in the new 1937 bright blue Plymouth which the groom gave her as his wedding present. And we always thought they said it was the woman who pays!

BETTY LAKIN,
the little blonde lady in the trio above mentioned, was given a little ribbing on the matrimonial question but managed to utter that she intended escaping, for some to come, saying she was doing very nicely as is . . . thank you!

WALTER SULLIVAN,
service manager for Snacks Co., has just celebrated his first wedding anniversary and looks more serene and happy than ever. Considering that the first year is the hardest it looks like everything is going to be all right. Of course, this is Boston, not Hollywood.

BEN D. PALASTRANT,
the rotund, or should we say slightly plump, smiling boss at Wurlitzer's New England distribution point, looks as contented as a cat under a stove on these early fall days. Apart from a machine or two for display the new warehouse, recently added, does not stay full long. Orders, he says, are "banging along at a fast clip that keeps just ahead of supply," which he contends is gratifying. Queried as to conditions in the automatic music field through the Middle West, where business occasioned him to visit recently, Ben said, "While music machines seemed to be doing their share throughout the Middle West, I really believe that the operators throughout New England are reaping larger profits." We agreed that could be possible, inasmuch as the New England towns are more thickly settled, with the distances between them one-half to a third less than those in the Middle West. This important time and distance item allows the New England operator the chance to service and contact more locations than the Western operator. In eastern Massachusetts there are more than fifty towns within a thirty-mile radius whose populations are between fifty and a hundred thousand.

FLORENZ ZIEGFELD
knew that the best way to show off his famous beauties was with pretentious stage settings and colorful and skillfully blended lighting effects. Commercial artists and designers have borrowed much from the theatre, as witnessed by the lavish setting in Ben Palastrant's showroom that sets off the new model 616-A Wurlitzer Automatic Phonograph.

MEET DAVE MYERS,
who tells us in no uncertain terms that he is the senior operator in these 'ere parts. And as he made the announcement he stroked his iron-gray hair, affirmed with a serious squint of his steel-blue eyes and "Pop-eyeish" rasp in his low-pitched voice, he added, "And I challenge anyone to say it ain't so!" While interviewers Dave he showed us his Horse-Shoe Bar or Persuader, claiming again that it is rivalled only by the one formerly in use by Mills Novelty. He further introduced us to . . .

MISS STELLA RUBIN,
an energetic looking young brunette who Dave proudly refers to as his "staff." While Dave has a profound trust in his newly attached staff he has nevertheless ordered (and he whispered this in our ear) a fool-proof time clock for the staff. Note: New England operators wishing to subscribe to the COIN MACHINE REVIEW should see Dave and he will see to it that you receive same for the mere price of the postage. That's Dave—he's always giving something away.

THE WINROX AUTOMATIC MUSIC CO.,
a newly formed organization of former individual operators, is getting off to a great start for the coming fall and winter seasons. The Winrox name is coined from the districts they cover, Winthrop and Roxbury, both part of the Greater Boston area.

PHIL SWARTZ,
one of the partners in the Winrox Co., has found business so good that he has presented his wife with a brand new baby . . . grand piano. He says the best **way** to please the little woman is the **Steinway.**

ARTHUR R. WEINER
has been appointed location and collection manager for Winrox.

BARNEY BLATT,
one of the bosses at Atlas Coin Machine Co., is another fellow who believes in treating his little lady of the house right. He has just presented Mrs. Blatt with a new Ford eight all for herself in honor of the seventh round of the matrimonial encounter.

WE DON'T KNOW WHY,
but we sniffed a little ribbing when the boys suggested the following item . . . Barney comma Louis comma Barney comma Louis comma Barney comma Louis comma Barney comma Louis comma and so on far, far into the night.

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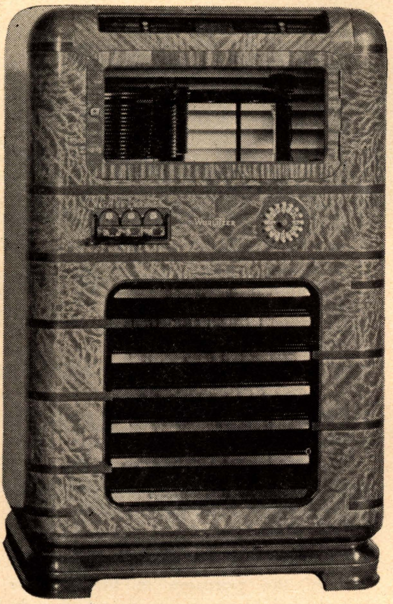

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duPONT
FREE EXHIBIT
WURLITZER
MODEL 616 A
WURLITZER

Above and below, a portion of one day's crowd that saw Wurlitzer's new 616-A phonograph on display at the duPont Exhibit at Atlantic City's Boardwalk. Center, the display itself.

Phonograph

stops traffic.

ATLANTIC CITY, N. J.—When crowds stop traffic on Atlantic City's famous Boardwalk, that new's. And that's what's been happening daily at the permanent exhibit of E. I. duPont de Nemours & Co., world's leading industrial chemists, at 1121 Boardwalk, here.

It's the new Wurlitzer 616A phonograph that has been causing the jams, and the instrument is featured because the Lucite bars which give brilliant color and light to the grille are made of a new transparent plastic invented and developed by duPont and used exclusively in the automatic phonograph field by Wurlitzer.

According to duPont's exhibit manager, G. J. O'Connelle, in the first twelve days of September exactly 74,020 people visited the displays, and on Labor Day alone 11,200 stopped and listened to the Wurlitzers there, with an understandable overflow into the street. Further, declares O'Connelle, "The crowds . . . seem to hate to leave. The Wurlitzer in the window draws them eight and ten deep. The one inside the exhibit is in play almost constantly." ●

New Branch

MIAMI, Florida.—With Eddie Ginsburg in charge, Atlas Novelty Co. of Chicago and Pittsburgh has opened a new office here with headquarters temporarily located in the McAllister Hotel. According to announcement, a sizable stock of current games will be maintained locally and modern display rooms and shops will be opened shortly. ●

SETHCO SALES CO.

of Montreal, Canada, are installing a number of "Play Ball" machines in local taverns and restaurants, where they are popular after-lunch recreations.

COLUMBIA
Gem of Them All!

Automatic Music

Football Season

presents opportunity for capitalization by musicmen.

LOS ANGELES.—"Third down, four yards to go. Single wing-back, the shift is to the right. The ball is snapped—and it's a pass! A long one, way down into the right corner. Washington has it, it's completed. It looks like he'll go over—AND HE DOES. The crowd is going mad. The score, U.C.L.A. 6, Stanford ——"

This fall, as football season gets well under way, thousands of college students and countless more thousands who never went to college but who have acquired a sense of loyalty to some particular school, will sit in jammed stadia watching the games while hundreds of thousands more crouch beside their radios biting their fingernails and hoping that "their side" will win.

At no other time of year—from the last of September until New Year's Day—does college spirit become so strong. It's the spirit of football, America's game for the time being, and baseball be hanged. It's the spirit of organized enthusiasm.

Music operators can capitalize on it tremendously if they will. It may mean investing in some new records, but it will be more than worth it. The canny musicman will go through all the record catalogs and have in stock the songs of the school or schools nearest him. It doesn't matter whether there's a college in his town or not. The closest one will undoubtedly have a lot of supporters.

And in college towns the school songs will really go to town!

Naturally, there should be an alma mater song if it's been recorded. There should be the favorite and most famous of the "fight" songs sung at the games. And by watching the schedules the operator can get a lot of play by using the songs of opponents. College youngsters will play them if for no other reason than that it gives them a chance to do a little friendly jeering over the probable results of the game to come.

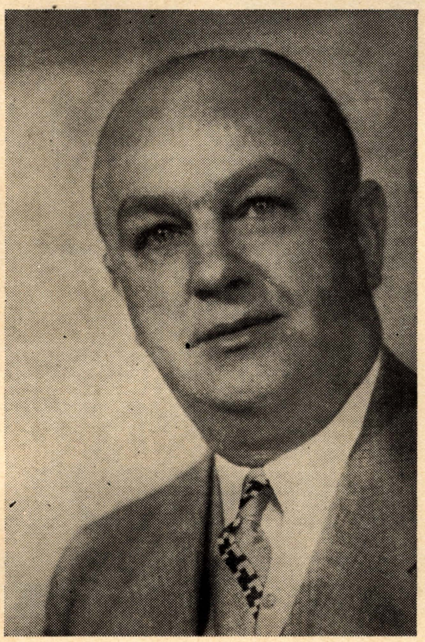
Of particular interest to Pacific Coast musicmen is the release at the close of last month, just in time to hit the height of the season, of three new Decca recordings featuring the songs of ten big schools.

First record has U.S.C.'s "Fight On" and "Alma Mater" on one side, and on the other U.C.L.A.'s "Strike Up the Band for U.C.L.A." Particularly notable is this second side because words were written by Ira Gershwin, who has done the lyrics for many a Broadway hit, and the music was composed by the late George Gershwin. A male octette does some neat vocalizing in this number.

Second disc has songs of St. Mary's and Santa Clara on one side, Stanford and California on the other. Third platter combines Washington State and Oregon State on one side, and Oregon and Washington on the other.

All of these Decca releases were made by Jimmy Grier.

Eastern, Middle Western and Southern school songs will be found in Decca, Victor and Brunswick catalogs. ●



Jack Shoemaker
his death . . . a blow.

Leaders' Death

blow to San Francisco musicmen.

SAN FRANCISCO. (RC)—The most crushing blow that has been dealt the San Francisco Music Operators' Association in years was the sudden death, September 17, of its genial president, Jack Shoemaker. No words seem adequate to express the loss which every man who knew him feels personally. His enthusiasm for working and playing, his jovial personality, his sympathetic understanding of the problems confronting each member of the Association, made him the outstanding man in the field.

Strangely enough, Jack was a comparative newcomer to the work, for it was but two and a half years since he entered the business. Prior to that he was a buyer for Roos Bros. His rapid rise to popularity can be credited to his foresight, which at times seemed almost psychic. It was he who founded the San Francisco Association and it was his tireless effort which has made the membership one hundred per cent. He was a born leader—that kind of great leader who inspires the utmost confidence in his following. And it is because of this record of boundless energy and will for the success of the organization that the group is at a loss to find the man to succeed him. The office of president can be filled, but never can his place in the Association be duplicated.

Jack Shoemaker died of a heart attack. Subject to high blood pressure, he refused to pamper himself. Friday evening he left his place of business at 1002 Golden Gate Avenue in high spirits, only to crumple a few minutes later on the driveway of his garage. It was some time before he regained consciousness and was taken to his home in the Ramona Hotel. Here he suffered a second attack, but was conscious until the time he died. As a member of the Baltimore Masons, he was cremated at Woodlawn. He leaves his widow, who plans to carry out his wishes by continuing his business.

His dream was the State Music Operators' Association. Every detail he planned out before he acted. Two months ago there was talk of the State Association, but he urged the group to postpone it until a careful course of action had been mapped out. He died twelve hours too soon to realize that dream. The COIN MACHINE REVIEW joins with his friends in all parts of the state in expressing deepest sympathy. ●

State Association

formed in meeting at Fresno.

By WILLIAM NATHANSON

LOS ANGELES. (RC)—Like a message from heaven comes the good news that music operators of the State of California have organized a statewide organization. Representatives from all parts of the State held a meeting in Fresno on September 18th. At this meeting State officers were elected and work will hereafter be carried on or in a more uniform and organized manner.

George A. Miller was elected President of the State Association. Known throughout the State for his splendid leadership in the Oakland Music Operators Association, Miller also was the man to organize the Oakland Branch one hundred percent and it is under his leadership that members are now receiving from $1.50 to $2.50 a week more for their phonographs than they did seven or eight months ago, before the Association was organized.

George R. Murdock was chosen Vice-President of the State Association. Murdock has proven a leader and capable organizer as President of the Los Angeles Association.

The office of Secretary which requires a capable, trustworthy man was entrusted to Tony Campagno, who is well suited for the job. Campagno is well known as organizer and president of the Oakland Diggers Association. F. Knudsen, well known, oldtime operator of Fresno, California was elected Treasurer of the State organization.

Beyond its officers, the State Association will be comprised of directors, representing the various local units of the state organization. At this writing there are six units or six separate organizations which will work under the leadership of, and be affiliated with, the State organization. These are San Francisco, Oakland, Fresno, Los Angeles, San Diego and Sacramento. Each one of these units are to work in their respective territories as branches of the State Association. They are each to have representatives in the capacity of directors of the State Association.

It was not necessary to wait very long

(Continued on Page 58)

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STATE ASSOCIATION

(Continued from Page 57)

for the answer to the vital question as to how the State Association through the activity of its officers will assist each one of the six local Branches. On September 23rd, the Los Angeles branch called a meeting at association headquarters. Officers of the State organization were present at this meeting and each one gave the Los Angeles branch a helping hand in reorganizing and in establishing a one hundred percent working Association.

George A. Miller, State President, told the meeting that from now on his headquarters would no longer be in Oakland, but rather with each one of the Branches of the State organization. When a particular branch calls on the officers of the State organization for assistance, such assistance will be given immediately and effectively, since operators throughout the entire State will co-operate with that particular branch when it is in need of assistance.

It was at this meeting that "Bill" Corcoran, Director in the State association from San Francisco, told the gathering that each member could depend one hundred percent on the assistance and support of the State Association. In fact, Bill said that should it come to a show-down which would require use of equipment, he personally would send to Los Angeles, or to any other branch, a carload of phonographs to be used to fight unfair competition.

Corcoran also stated that while everyone is praising him for the good association work he is carrying on, he wanted everyone to know that it is not charitable work that he is doing. Bill said that it is a matter of good business for every music operator to be a good association member. He further stated that since he has been a member of the San Francisco association, he has increased his income more than $800.00 per week on 400 phonographs which he operates in San Francisco.

The following two days, September 24th and 25th, were spent in San Diego by State officers George A. Miller and Tony Campagno, accompanied by Alfred Lamb in organizing operators in a local Association there. In addressing music operators there, Miller made the statement that while his home is in Northern California, most of his time will be spent among the six branches.

Miller voices the object of the State Association in a few words. Hereafter it is a fight which will be carried on by every operator in the State of California—under one leadership and for one purpose—to better conditions for music operators in the State of California. ●

After the dance you must pay the fiddler. And after the Wurlitzer Century Club's three-day party in Buffalo, the firm set about paying the hotel bills for its 1,200 guests with the largest single check ever given the Hotel Statler for rooms and meals, and one of the largest ever paid by any single firm to any hotel in the United States. Picture shows Wurlitzer Vice-President H. E. Capehart handing Statler Assistant Manager John Daniels, Jr., this record-setting check for $29,142.87.

Postal Cards

aid in improving service.

DAYTON, Ohio. (RC)—Return postal cards placed in the hands of customers, which may be used by them in notifying the operator two or three days before a record change, are helping the A. S. L. Sales Co. give better service.

This firm is also giving more attention to what the proprietor prefers in the way of records, said A. S. Levy. Even though the meter may show that a record is getting a good play, he declared, it is best to consult the proprietor before leaving it on the machine. Maybe it is being played so much it is getting on his nerves, and if the service man leaves it on the machine, the proprietor may pull out the plug rather than have customers playing the piece all the time.

Then, too, Levy indicated, if the serviceman consults the proprietor as to his preferences in records, it is often possible to introduce some of his pet pieces. ●

Columbia

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SOLD EXCLUSIVELY TO OPERATORS

MELOTONE
Ace of the Hit Parade!

The First Annual

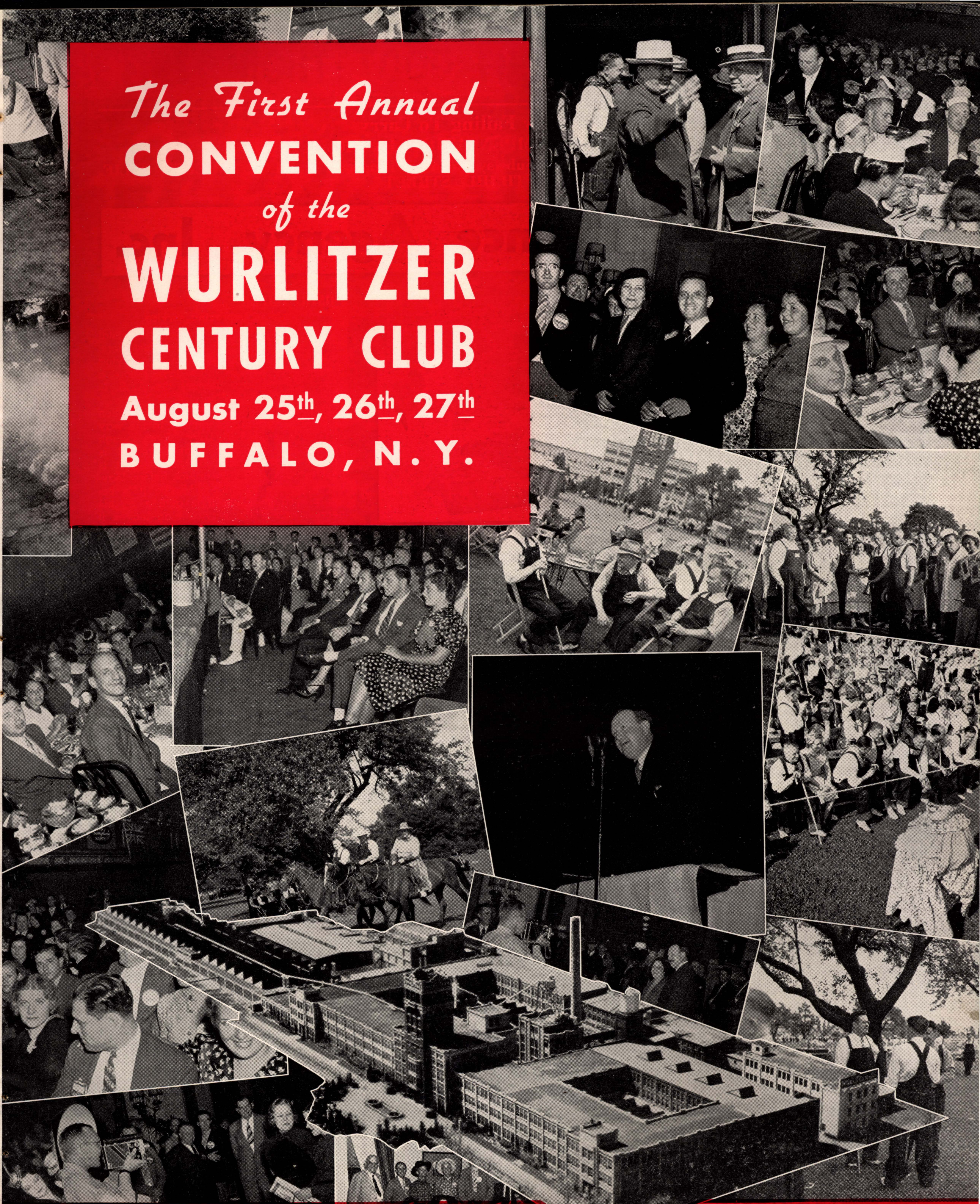
CONVENTION

of the

WURLITZER CENTURY CLUB

August 25th, 26th, 27th

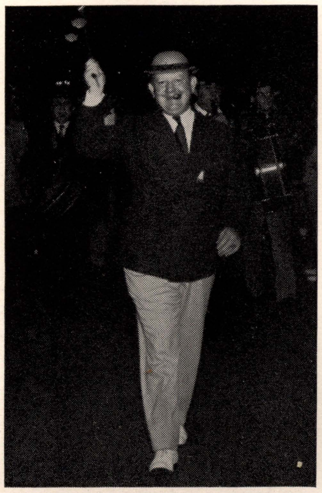
BUFFALO, N.Y.



THE FOLLOWING NINETEEN PAGES CONTAIN A PICTORIAL REPORT OF THE GREATEST CONVENTION EVER HELD BY A SINGLE U. S. MANUFACTURER

ARRIVAL IN BUFFALO: WURLITZER CENTURY CLUB MEMBERS WARMLY WELCOMED. TRAINS, PLANES, BOATS, AUTOS BRING 1200.

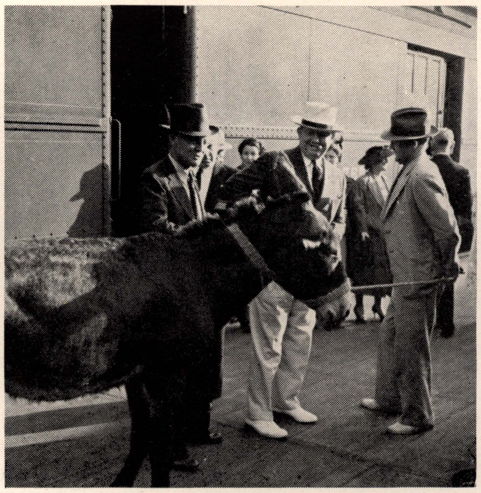
Invited by the Rudolph Wurlitzer Company to convene in convivial convention, the Wurlitzer Century Club, wives and guests, rode into Buffalo on a heat wave August 24th, 1937, from all corners of the country for a three day funfest that cracked all records for intensified entertainment. Each the owner of 100 or more Wurlitzer Automatic Phonographs, truthfully titled "America's Most Successful Operators", every man and woman of this musical multitude knew from the moment they set foot in Buffalo — whether it's putting together automatic phonographs or putting on a party—Wurlitzer does things right!



Homer E. Capehart drum-majors St. Louis delegation and German band into Hotel Statler at 2 A. M. Wednesday.

"Uncle" Homer greets train load after train load of his guests as pandimonium reigns in Buffalo's terminals.

Buffalo's Central Terminal teems with Wurlitzerites as delegations pour in for the biggest party in coin machine history.



Harry Drollinger, Texas District Manager, presents "Jeremiah," Lone Star State mule, to Mr. Capehart.

Bill Mahle's Famous German Band, brought from St. Louis, plays their famous "Ach du Lieber Augustine" for early arrivals.

Walter Gummersheimer, St. Louis District Manager, and members of his delegation entering the Statler to register.

Gay throngs make their way to the Statler's special Wurlitzer Registration Desk to officially record "We're here!"

THE FIRST NIGHT: FOOD, FUN, MAGIC, PRIZE FIGHTS

PICTURES TELL A STORY 10,000 WORDS COULDN'T DESCRIBE.

Left to right: Irving Sommer, Mrs. Sommer, Chas. Schaeffer, W. R. Olney, Mrs. E. M. Perry, Mr. Perry, Sidney Levine, Mrs. Nat Cohn and Nat Cohn.

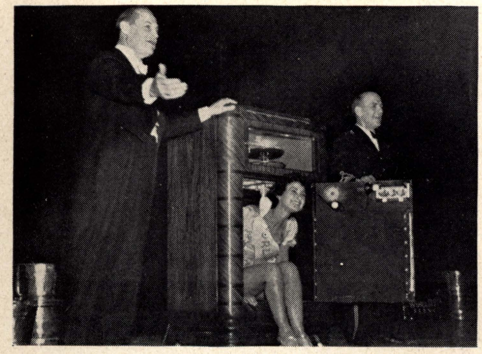
Wurlitzer cracks open its First Annual Century Club Convention with a banquet in the Hotel Statler Ballroom. 1200 guests enjoy gigantic repast, see big time vaudeville show, gasp at hour long exhibition of magic by Hardeen, topped off with mystifying escape from Wurlitzer packing case, applaud as scene is changed to miniature Madison Square Garden and program of boxing and wrestling run off. Taps at 2 A. M. sends them upstairs to twelve solid floors reserved by Wurlitzer for much needed rest.

Wurlitzer guests watch vaudeville show in Statler Ballroom at Wednesday night's banquet.

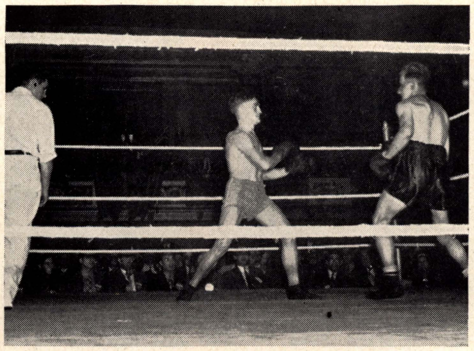
Hardeen, famous brother of Houdini, tells his audience to keep its seats no matter what happens — and almost everything did!

Capehart introduces honor guests and nine of the oldest Music Operators of America receive an ovation as the entire assemblage pays tribute to their records.

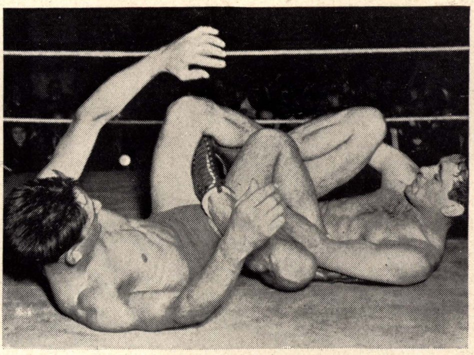
"George R. Fisher's" address "Trade Practices within the Coin Machine Industry" turns out to be a comical tirade as the operators go for a "ride."



Hardeen produces a beautiful girl from the inside of a Wurlitzer Model 616 A. One to be shipped with every model from now on.



"Hit him again," howls the Century Club as the Statler Ballroom becomes the scene of a series of professional boxing and wrestling bouts.



Two of the "wrasslers" get and hold the best locations to the immense glee of 1200 unsympathetic onlookers.

URLITZER
616-A

A perspiring and rumpled Hardeen takes his bow after a mystifying escape from a Wurlitzer packing case. Even Al Witalis couldn't figure it out.

At the ringside! Nat Cohn, Joe Huber, Carl Johnson, Harry Cohen and Homer Capehart get right up close to the grunts and groans.

"Cape" takes the pledge — to get behind Wurlitzer operators everywhere and make 1938 the biggest and best year for them in the history of the coin machine industry.

THE BIG BROADCAST

Wurlitzer Tells the World

Thursday morning! The Statler lobby jammed to the walls with whooping Wurlitzerites craning and crowding to watch the big broadcast. Promptly at 10 o'clock over Radio Station WGR Wurlitzer goes on the air! A vast listening audience hears about the Century Club Convention. Listens to six musical and vocal organizations. Learns that Wurlitzer is trundling its 1200 guests to the beautiful Wurlitzer plant — to inspect its vast workings — to frolic and play in the acres of park that surround it — to close the day with one of the most colossal clam bakes in history.

With Roger Baker, Buffalo's ace announcer at the mike — Art Leard's band opens the program with a stirring selection that set the pace for a lively broadcast telling the world about Wurlitzer.

Art Leard, genial Master of Ceremonies, puts the artists through their paces at the big broadcast.

Carl Coleman and the Hotel Statler's Mighty Wurlitzer Organ — a high spot in the half hour broadcast that aired the activities of the Century Club Convention.

Left: Max Schaeller and his German Meistersingers render a selection of songs in typical tavern fashion to score a big hit on the air.

Right: Wm. Mahle and his St. Louis, Missouri, German Band take their turn at the mike — proving again that Walter Gummersheimer knew a thing or two about music when he shuffled them off to Buffalo.

Left: Shea's Buffalo Theater Quartet harmonize in swing rhythm some of the old time songs of the sea.

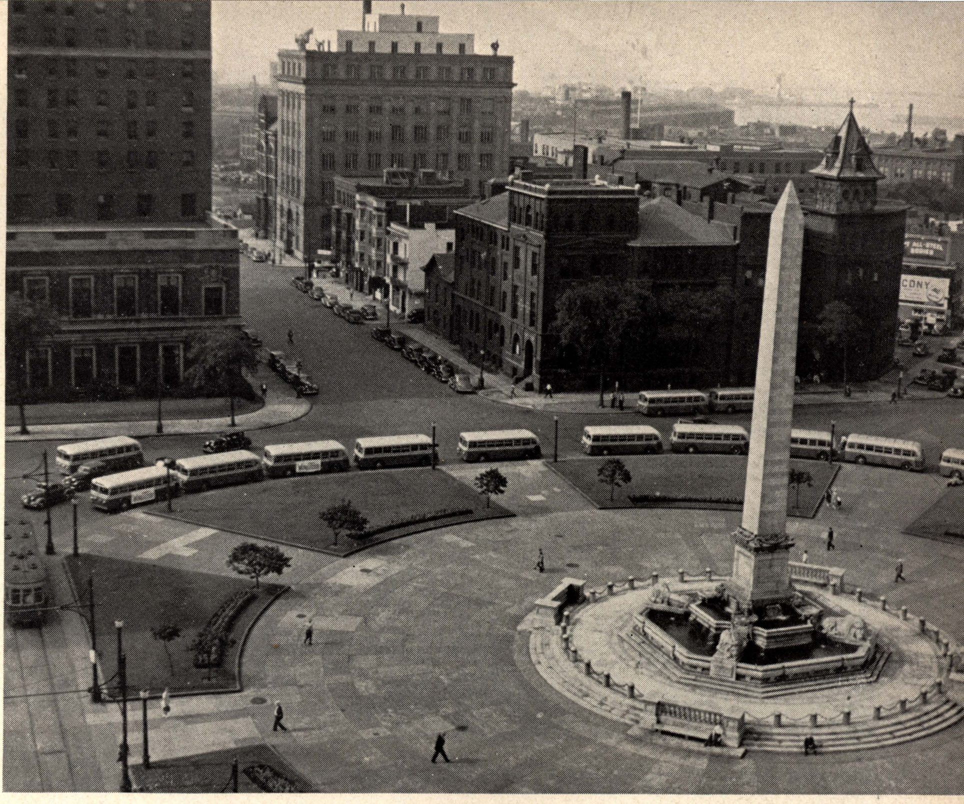
Right: Texas and Shorty entertain with Western songs and instrumental numbers in true cowboy fashion.

THE BUS RIDES:

Hurry! Hurry! The buses are leaving! Thursday morning they carried the men to Wurlitzer's mammoth North Tonawanda plant. In the afternoon they were back to bring out the "girls" from their special Statler luncheon. Friday and the whole gleaming fleet of forty-six carried the entire Convention party on a scenic tour down the Niagara Frontier to Niagara Falls.

"Two more seats here"! "One more seat there"! "All loaded?" "Let her go"! Always this call echoed the tempo of a fast moving convention. And ever present with this banner-bedecked bus cavalcade went the screaming sirens of motor cycle escorts.

Yea, man — the Wurlitzer Century Club Convention got around — covered a lot of ground — saw and did things aplenty for three pleasure-packed days and nights.



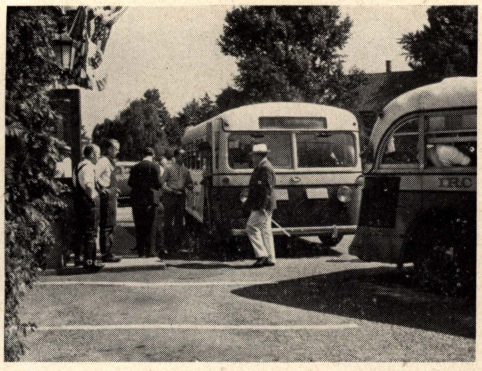
Lined up around Buffalo's far-famed McKinley monument, the fleet awaits the signal to move up to the Statler entrance, load up with "America's Most Successful Operators" and their equally successful wives and set forth to the scene of the day's pleasure.

Outside the Statler. The band plays. The gang gathers. The cops yell and Delaware Avenue traffic goes completely haywire as a seemingly endless stream of buses barges up for loading.

Walter Reed, Manager of Wurlitzer's Service Department, renders yeoman service in helping keep the Convention moving.

The first bus load of megaphone and cane-carrying Century Clubbers arrives at the Wurlitzer factory to marvel at its size and beautiful surroundings.

Greeted at the Wurlitzer factory doors by President Farny Wurlitzer, operators follow his example — deck themselves in overalls and bandanas for a day of outdoor play.



The first two buses arrive at the factory and Homer Capehart hurries to add his word of greeting. Carl Johnson, plant manager, in doorway.

One man who knows whether he is afoot or on horseback. Homer Capehart sets the fashions in riding crops by using one of Lucite.

Find yourself in this picture — as another bus load arrives from the Statler Hotel to spend the day at the Wurlitzer plant.

Over all are overalls and aprons — presented to Century Club members and their wives as they arrived at the Wurlitzer plant.

Bob Bleekman, Wurlitzer's Chicago District Manager, shouts encouragement to his Windy City soft ballers as New York takes them over the coals 20-10.

A nice cool day and even the band plays sitting down! *A group of America's Most Successful Operators* take their ease under the trees.

THE DAY AT THE FACTORY

Wurlitzer Park, a beautiful setting for the all day frolic of the Wurlitzer Century Club, a great gang. Morning activities — donning overalls and bandanas — guessing contest with the prize a Wurlitzer Phonograph Model 616 A — trip through the vast Wurlitzer factories — horseshoe tournament — five baseball games — bands — singers — eats.

Afternoon: the ladies arrive from their Statler luncheon—distribution of aprons—circus parade — circus and wild west show — acrobats, clowns, performing dogs — knife throwers — bands — war-whoops and finally, the call to the clam bake under the "big top," 160 foot tent — eats, eats, eats — fun, music, general exhaustion, general exodus, tired but happy, for the Statler, by bus. The end of the second perfect day.

Operator Dave Stern fans all over the place as Nat Cohen's New Yorkers trim Chicago. Gordon Storm of the Coin Machine Journal catching for Chicago.

Homer Capehart heaves the first ball as the Century Club softball series opens. And when we say ball we mean BALL—by about ten feet.

Rabid rooters literally razzed the overalls right off Bleekman's batters as the New Yorkers score 13 runs in a single inning.

A Century Clubber clubs one out of the lot and heads for "first" in what experts say was the lousiest, loosely played game in baseball history.

A ringer on its way! Fred Durst of Erie, Pa., shows George Thayer, Binghamton, N. Y., some fancy shots in the horseshoe tournament on courts specially constructed for the occasion.

The Wurlitzer grounds teem with activity all day long as Century Clubbers make whoopee on a wholesale scale.

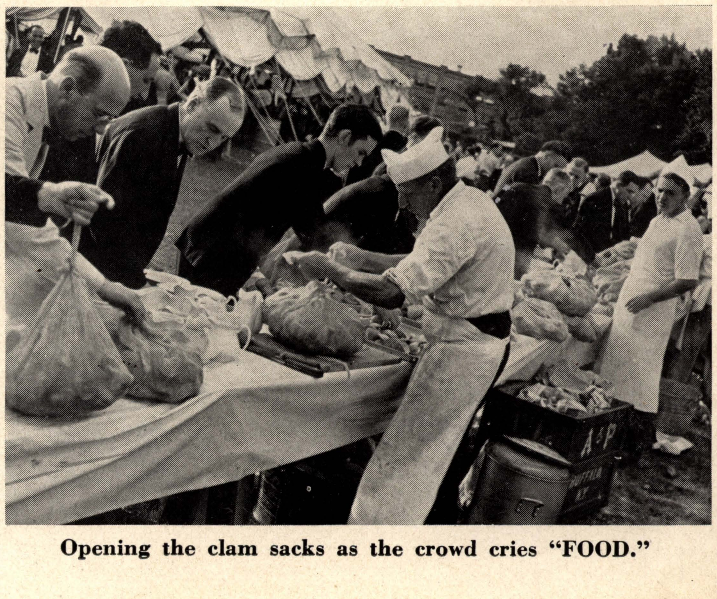
THE CLAM BAKE

Fitting climax to the factory field day, twelve hundred hungry operators and their wives sat down under the "big top" for the feast of the century. Tons of clams, chickens, lobsters with all the fixin's are dispensed in a real old time New England clam bake. From great steaming ground pits, a groaning army of waiters slave until the Century Club to a man cries, "HOLD — enough!" Then, as darkness descends, over a thousand cheering guests gad back to the buses for the return trip to the Statler with memories of fun and food that will linger a lifetime.

Corn on the cob and by the ton is kept steaming hot.

Steaming the clams over one of the 20x40 foot pits.

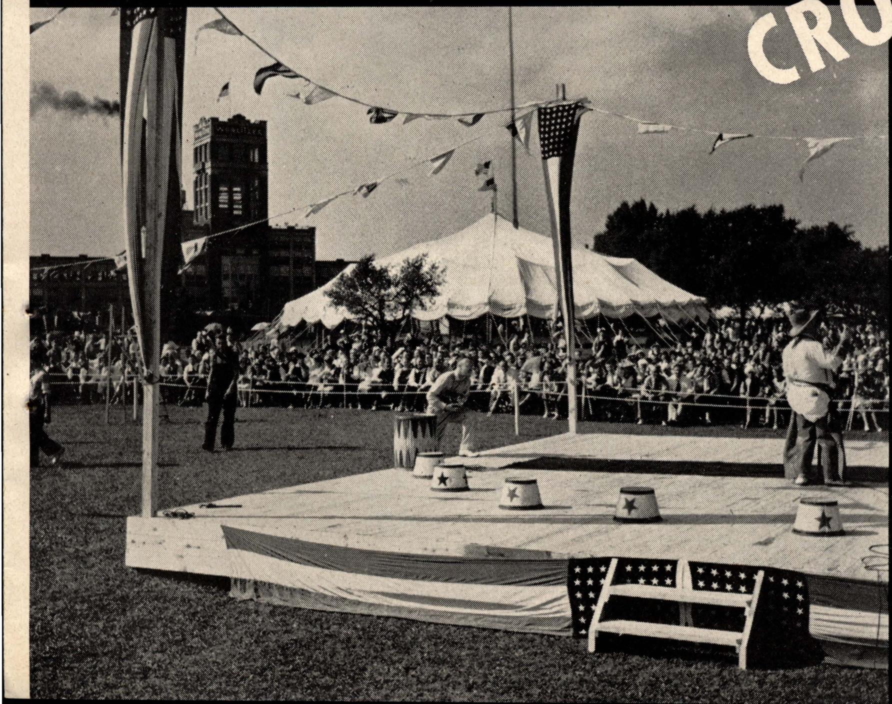
A huge crew of chefs and waiters render speedy service.



Opening the clam sacks as the crowd cries "FOOD."

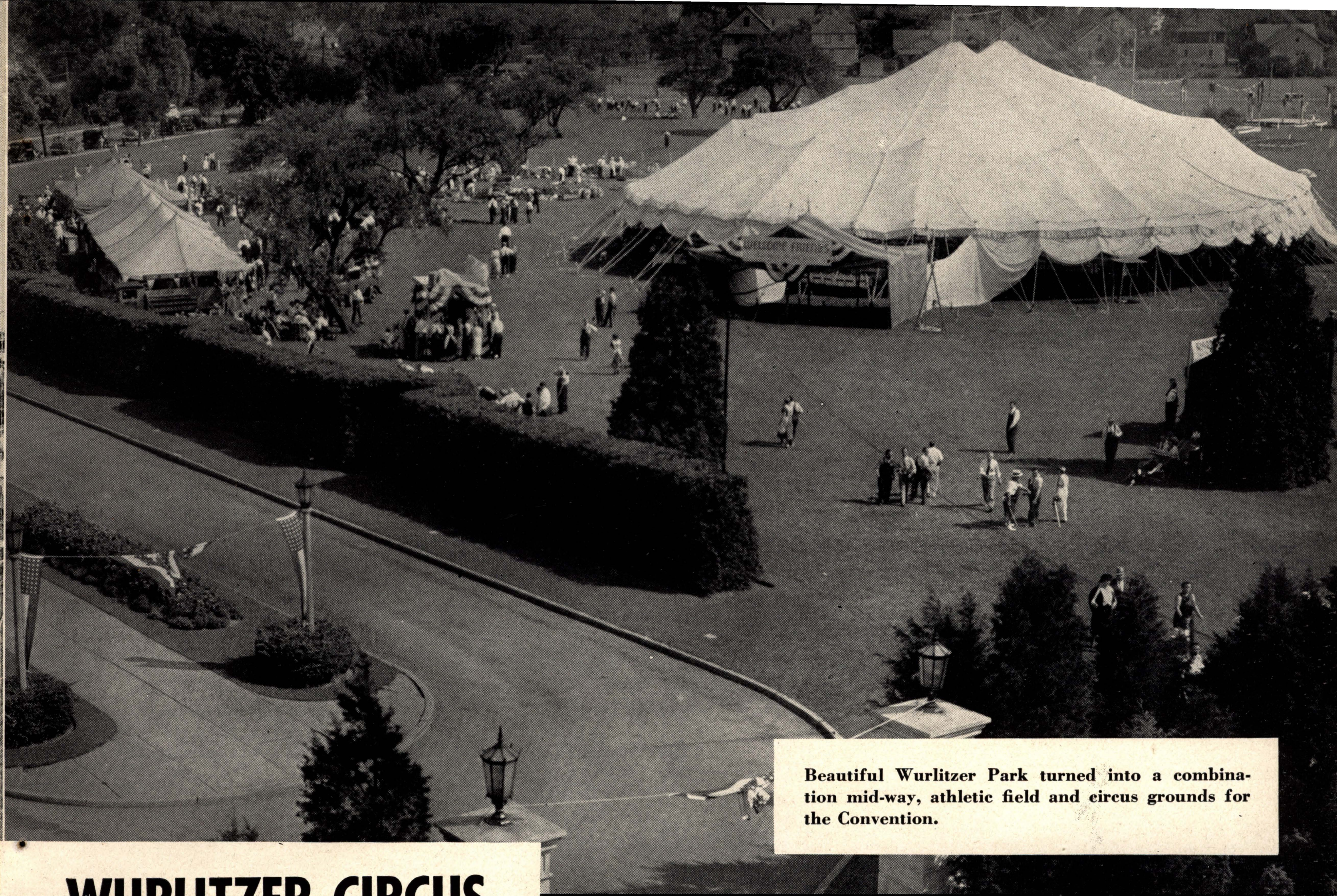
CROWDS

CROWDS



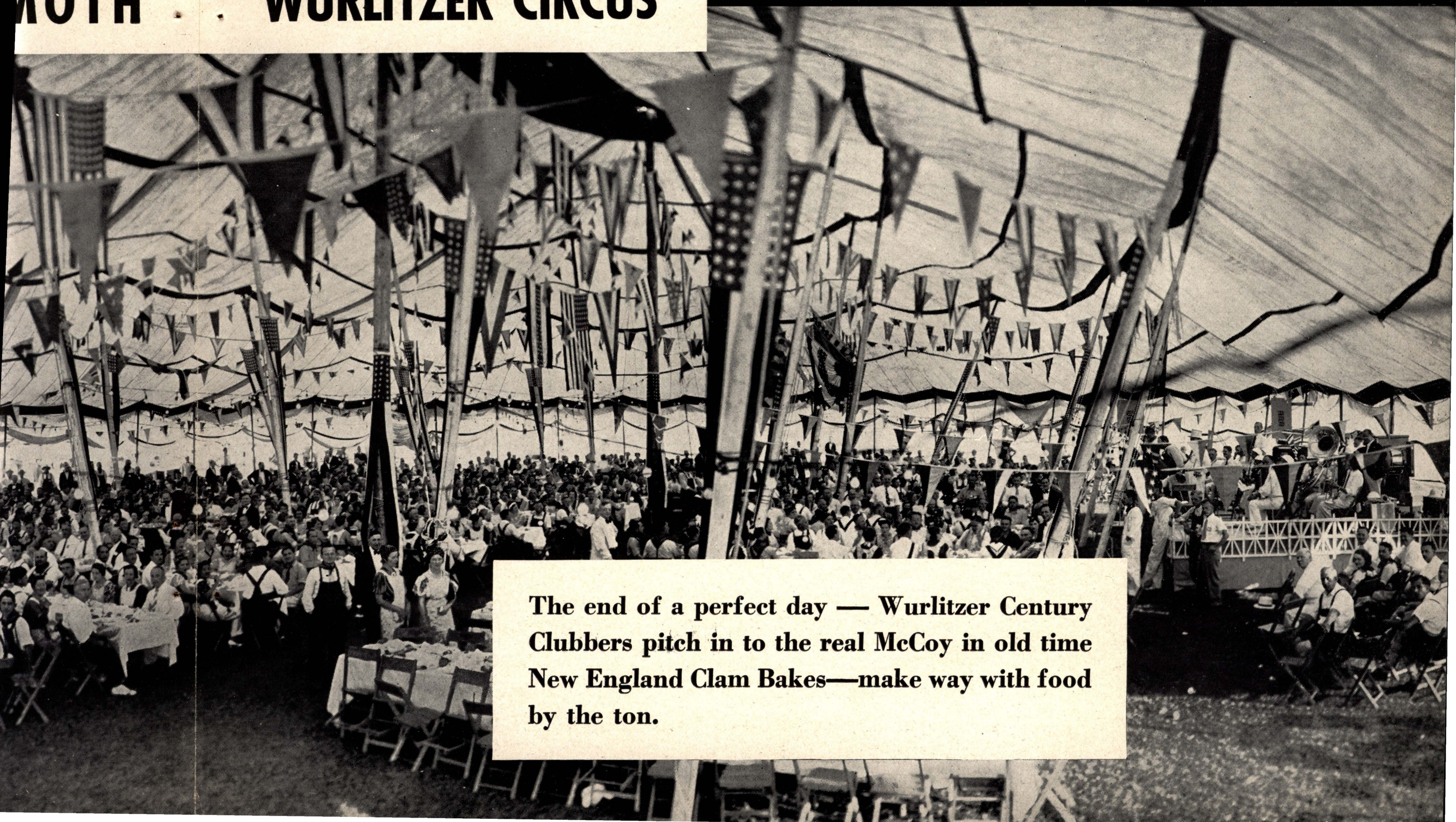
Waiting for the "soup's on" call, 1200 hungry guests fresh from the circus, crowd about the "Big Top" clamoring for that clam bake.

THE MAMMOTH W



Beautiful Wurlitzer Park turned into a combination mid-way, athletic field and circus grounds for the Convention.

MOTH WURLITZER CIRCUS



The end of a perfect day — Wurlitzer Century Clubbers pitch in to the real McCoy in old time New England Clam Bakes—make way with food by the ton.

1

2

3

4

5

6

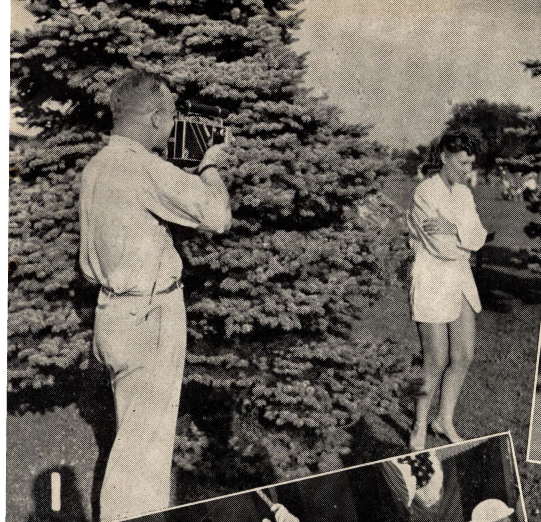
7

8

9

10

PEOPLE: (1) "Babe" Kaufman smiles for the birdie. (2) R. C. Rolfing, Farny Wurlitzer, Rudolph Wurlitzer have the time of their lives. (3) Bill Mahle makes "moosic" for the gang. (4) Mr. and Mrs. ? ? ? (5) One gal the boys didn't dare go near. (6) Manny Ehrenfeld, Passaic, shows his wife what pull can do. (7) J. F. Johnson, Omaha old timer, and son. (8) W. H. Milam, Texas old timer, says "How" to a friend from home. (9) E. T. Mape of Frisco with Ernie Petering and Joe Bergeson of Minnesota (10) General Credit Manager "Bill" Bolles and Sid Siegel.



FREE FREE FREE
HURRY OVER TO THE GUESSING CONTEST
AND WIN THE BEAUTIFUL MODEL 616-A
Are you Lucky?
CONTEST CLOSES 9 P.M. DONT DELAY
3

Wurlitzer
German B
9

WURLITZER
13

MORE PEOPLE:

(1) The camera man leads a tough life. (2) The music goes round and round. (3) The guessing gang. (4) Harry Graham, Detroit, with Farny Wurlitzer. (5) J. E. Broyles fixes it with J. T. Wallace, mayor of North Tonawanda. (6) District Manager J. A. McIllhenny with Ben Palastrant, Boston, and Jim Sarubi, Providence. (7) The milk can trick. (8) Hands across the sea. (9) The boom, boom man. (10) Florida District Sales Manager Rabe gets an order from Dick Johnson, Charleston, S. C., while Broyles looks on. (11) "Cape" and one of his "aides de camp." (12) Tom Kady, Grand Forks, N. D., and family. (13) The "perp" and the piccolo. (14) Operators Stanford of Burlington and Keplar of Boone, North Carolina, with Don Kennedy of the Credit Department.

THE LADIES: BLESS THEIR HEARTS!

A real addition to the life, success and certainly the beauty of the Century Club Convention were the winsome wives of these Wurlitzer operators. Lovely ladies from the West. Languid ladies from the South. Exquisite ladies from everywhere. In aprons, or evening gowns whatever the occasion called for—the "girls" came forth and the "boys" came hurrying in their direction. Honored by a special private luncheon of their own in the Statler Terrace Room, Wurlitzer will long remember the bevies of fashionable femininity, the bus loads of pulchritude, the breath taking contribution to its banquet scenes contributed by — the Ladies.

Birdseye view of the first of fifteen bus loads of "better halves" as they swung up to the Wurlitzer plant for their part in the field day activities.

THE DAY AT NIAGARA FALLS

Following Friday morning's 30-mile bus tour of the Niagara Frontier, forty-six jovial loads of Wurlitzer guests arrived at the Cataract House, Niagara Falls, for luncheon at the Marine Dining Room. Then with Wurlitzer's compliments, they donned oilskins to visit the Cave of the Winds — rode the famous "Maid of the Mist" for a worm's eye-view of this roaring wonder of the world — crossed the International Bridge by bus for a sight seeing tour in Canada — bid goodbye to the mecca of the newly married at 5:00 P. M. for a fast trip to the Statler and the final wind-up banquet.

NO U TURN
CATARACT HOUSE ENTRANCE
CATA HOUSE

The fleet's in! Forty-six bus loads of Century Clubbers crowd the Cataract House to capacity

Operators Lee Stotter, Dayton, and Phil Bogin, New York, chew the rag with "Cape" while Art Leard's boys make music.

WELCOME
WURLITZER
CENTURY CLUB
MEMBERS AND GUESTS
INFORMATION

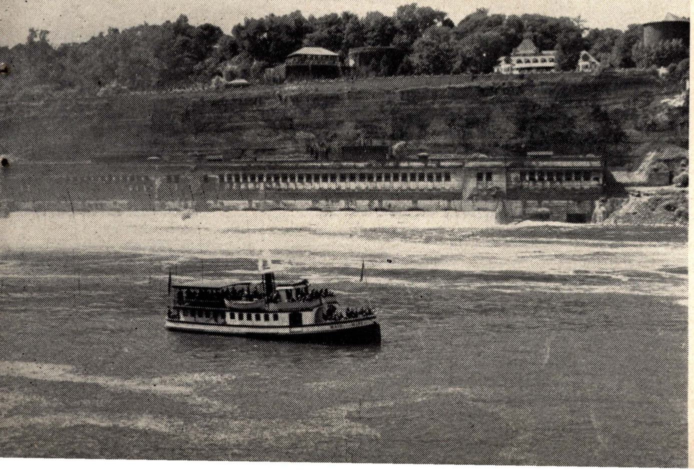
Greeting guests at the Cataract House, Ruth Berliner, Phyllis Hall, Frances Schmidt of the Wurlitzer hostess staff.

One of the views on the way to the Cave of the Winds that thrilled the Century Clubbers.

CAVE OF THE WINDS

All dressed up for the greatest natural shower bath available in the world. (At left)

Rubber clothed Century Clubbers rubber neck at the Falls from the "Maid of the Mist." (At right)



"Maid of the Mist" with Canada as a back-drop on one of her special Wurlitzer Runs. (left)

Lined up at the "Maid of the Mist" landing. American Falls in the background. (At right)

***Above*: One of the sights that brought "ohs" and "ahs" to the lips of 1200 Wurlitzer guests. Canadian Falls from the deck of the "Maid of the Mist." Note the results of previous rock slides heaped high in the foreground.**

***Left*: American and Bridal Veil Falls and the Cave of the Winds as seen by awe struck operators from the "Maid of the Mist".**

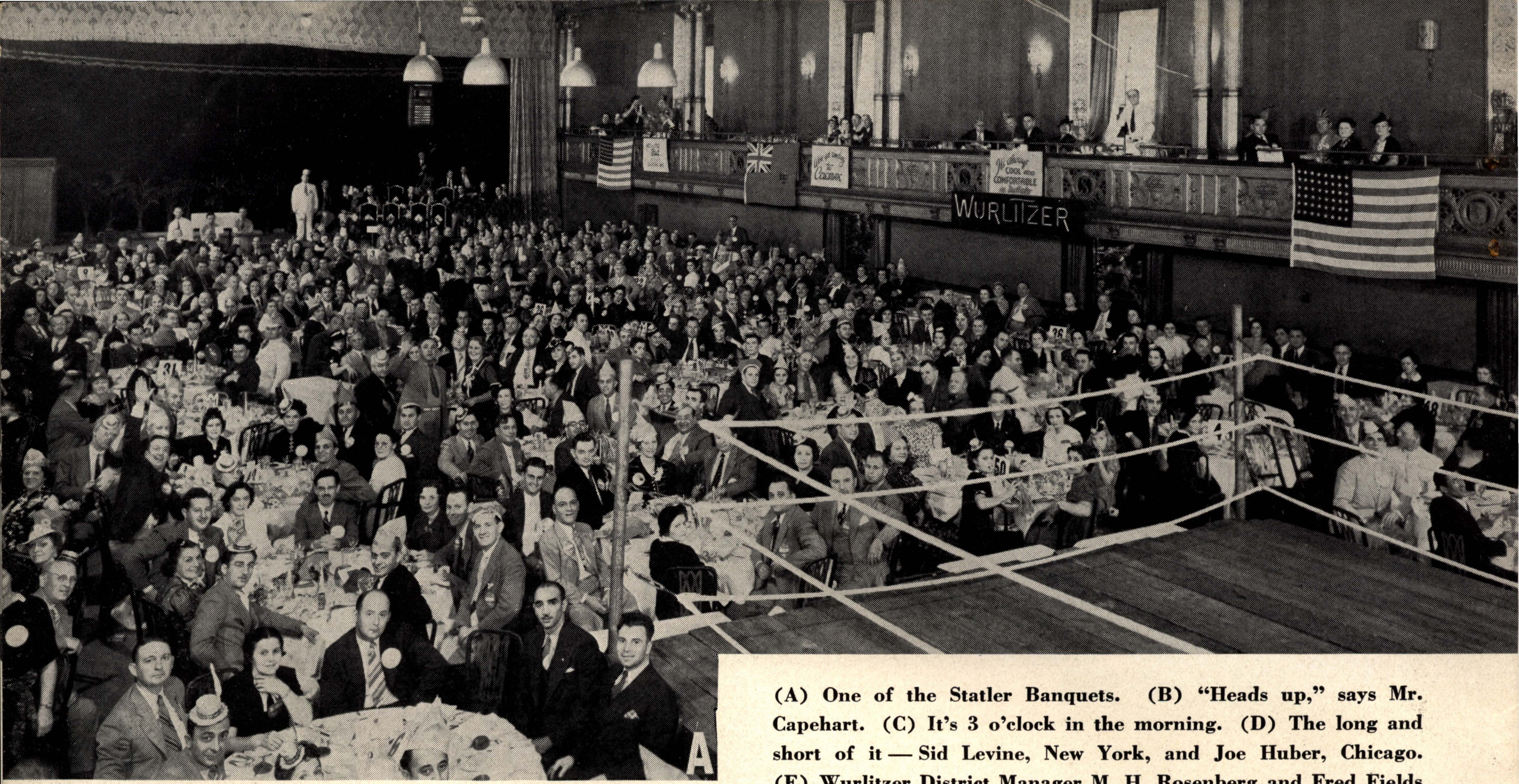
***Right*: Harry King, portly Capehart aid, defies the spray by doffing his rubber duds and soaking up some sunshine.**

MAID OF THE MIST No

***Left*: All ashore that's going ashore! Exclaiming Century Clubbers at the conclusion of a trip they will remember for many a day.**

***Right*: Homer Capehart and Rudolph Wurlitzer pose with a group of comely guests at the "Maid of the Mist" landing.**

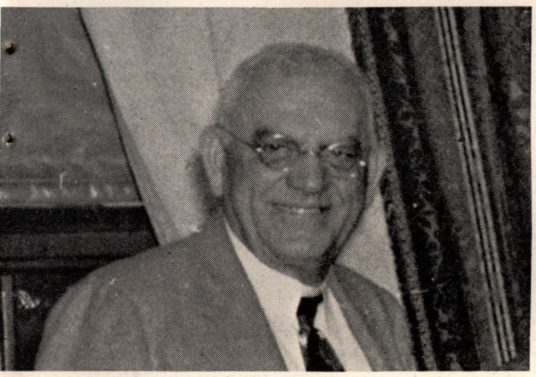
(A) Farny Wurlitzer tells the crowd "Welcome." (B) Niagara Falls luncheon at the Cataract House. (C) R. C. Rolfing takes a turn at the "mike". (D) District Managers Bleekman, Chicago, and Gummersheimer, St. Louis. (E) District Manager R. Q. Kramer; General Credit Manager W. P. Bolles; District Managers Fred Rabe, M. H. Rosenberg and Fred Fields. (F) Speaker tablers Gummersheimer, Payne, Mendez, Darling and Rolfing. (G) Banqueters Deaton, Darwin, Rubinowitz, McIllhenny, Terwilliger, Cass and Waltemade. (H) Whoopee makers Waltemade, O. F. Kramer, Broyles, R. Q. Kramer, Ray Haimbaugh in the background.



(A) One of the Statler Banquets. (B) "Heads up," says Mr. Capehart. (C) It's 3 o'clock in the morning. (D) The long and short of it — Sid Levine, New York, and Joe Huber, Chicago. (E) Wurlitzer District Manager M. H. Rosenberg and Fred Fields with Advertising Manager "Bob" Bolles and Service Manager Walter Reed. (F) The Wurlitzer girls wowed the gang. (G) Just one of the hundred and twenty tables. (H) "Should Auld Acquaintance Be Forgot". Rudolph Wurlitzer, H. E. Capehart, Farny Wurlitzer and Carl Johnson give out gobs of harmony.

W. H. Milam, Sr., Waco, Texas

B. D. Schaffner, Du Bois, Pa.



M. A. Melvin, Bangor, Maine

HONOR GUESTS:

Nine of the oldest music operators in America attend the convention with their wives and families as guests of the Wurlitzer Century Club — are royally entertained in tribute to their many years in the coin machine business — speak from long experience when they say "Wurlitzer Automatic Phonographs get and hold the best locations."

C. L. Dennard, Henderson, Texas

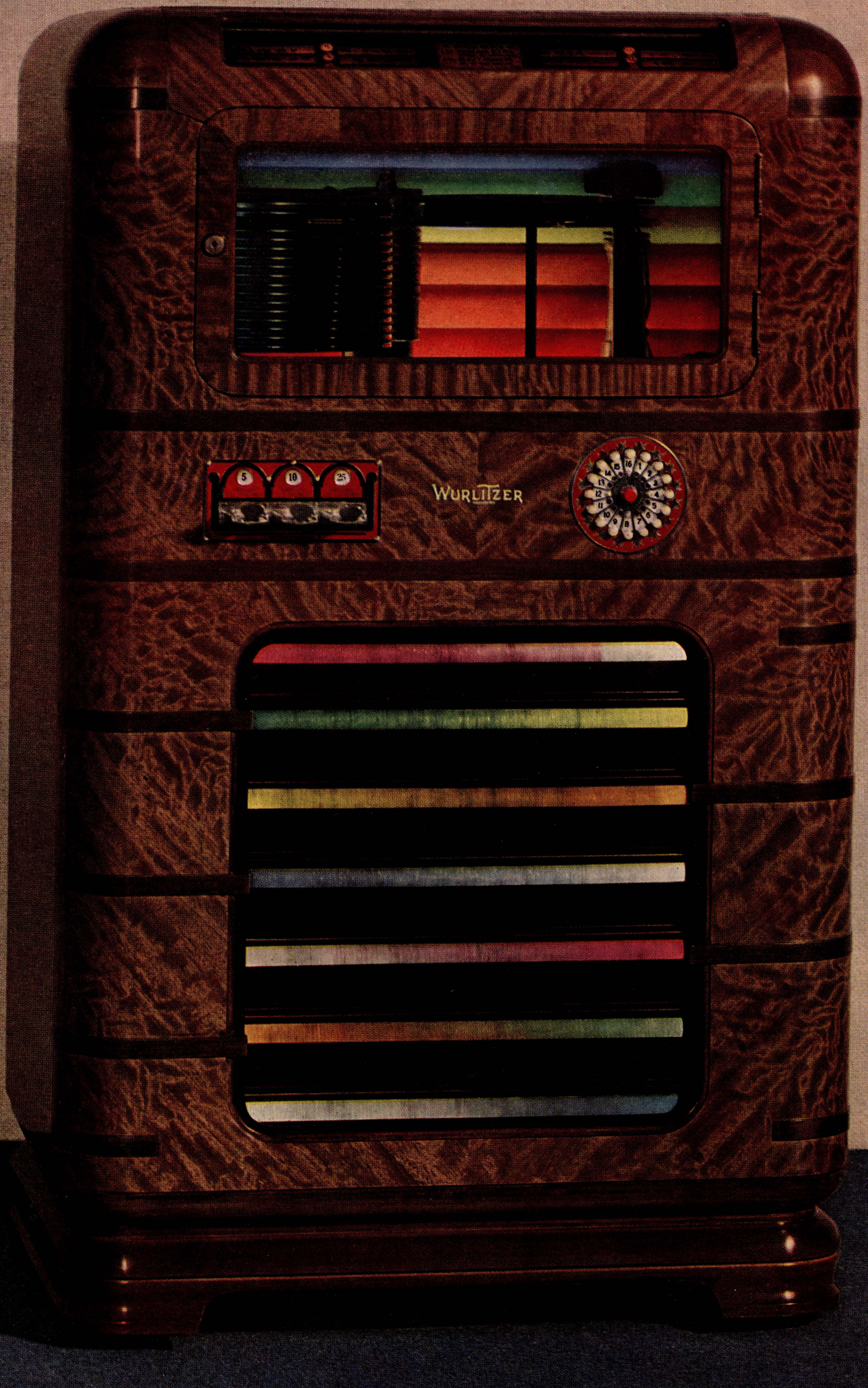
G. W. Ristau, Kaukauna, Wisconsin

J. C. Dorser, Fresno, Calif.

A. D. Osborn, Los Angeles, Calif.

J. F. Johnson, Omaha, Neb.

B. C. Watters, Chicago, Ill.


5
10
25
WURLITZER

WURLITZER *Automatic* PHONOGRAPH···MODEL 616 A

It can be spelled five different ways . . . but it still spells CLYDE LUCAS

REPORTS AL BRACKMAN

"Ladies and gentlemen of the radio audience," we can imagine the announcer reading before the microphone, "I am happy to present Senor CLYDIOS LUCASIO and his Marimba Rumbamen who will bring to you a half hour of fascinating rhythms from old Cuba. Play, Senor Lucasio!"

Or the announcer might just as well begin, "Heigh ho, members of our great radio audience. We shall now take you to the Coral Room of the Surf Beach Inn, where KLYDE LUCA and his Hawaiian Islanders bring you the glamor of moonlit beaches and the rustle of grass skirts with their mellow hula rhythms."

But then he might even start with something like: "This is Station WODL bringing you your weekly program of 'Whispers from the Blue Danube' with Herr CLYDE LUCAS-STRAUSS and his Viennese Waltz Princes. As his first selection Herr Lucas-Strauss brings you favorite excerpts from 'The Prince of Pilsen'."

And why not this? "How do, folks! We are now in Broadway's gay Congo Club. And who do we have here? Who do we have here? Yes, you guessed it, folks. It's none other than CLYDE (HOT-CHA) LUCAS and his Red Hot Rhythm Slingers ready for an hour of blazing swing. Let 'er rip, Mr. Hot-Cha Lucas!"

Herr Clyde Lucas-Strauss and his Viennese Waltz Princes, Klyde Luca and his Hawaiian Islanders, Clyde (Hot-Cha) Lucas and his Red Hot Rhythm Slingers, Senor Clydios Lucasio and his Marimba Rumbamen, castanets, ukuleles, saxophones, bass horns, and violas all rolled into one seventeen-piece band!

Which band? Of course—CLYDE LUCAS and his California Dons, or, as the orchestra has recently been called, because it was the first to record the original "Red Apple" tune, Clyde (Big Apple) Lucas and his Carolina Dons.

To know how these musical quick-change acts are done, you've got to know something about Mr. Clyde Lucas himself, the slender, good-looking young man who waved a baton in the packed grill room of the exclusive Hotel New Yorker in New York and who spent those thermometer-busting afternoons making recordings for Variety Records.

Clyde Lucas was born in Minneapolis—Minneapolis, Kansas.

Two years before his teens he persuaded his father to buy him a saxophone. "The biggest that they've got," specified Clyde, afraid that his pa would return with some sort of toy kazoo. Accordingly little Clyde was presented the largest saxophone that the home town could offer—a baritone sax.

Because he had the only baritone sax in the five surrounding counties little Clyde was invited to tote the huge thing for the town band in Ottawa—Ottawa, Kansas.

Tired of lugging the monstrous baritone around with him, Clyde decided to study the piano. A year later, after the youthful musician had learned to pound out both symphonies and ragtime on the keyboard, Clyde looked around for new worlds to conquer and finally decided upon a slide trombone. In the same year he won a state-wide singing contest.

Clyde Lucas

Time came for Clyde to go to college, and there he made up his mind to study, not music, but—engineering! But after scoring a sensational 96 in the Seashore test, a psychological examination for determining native musical ability, Clyde agreed it might be better at that if he continued with his music. In the course of time he picked up the guitar and the marimba.

The young musical jack-of-all-instruments decided to organize his own orchestra as soon as he left school, but because he could "double" on most anything, Lucas thought it would be best if "his orchestra" contained only men who could also play two, three, and even four instruments each. Such an outfit, he rightfully reasoned, could take everything in its stride.

But finding musicians versatile enough to satisfy Clyde's demands was a job for a G-man, and Lucas spent five years of his spare time musician-hunting before he had an orchestra that he could really call his own.

And what a band it turned out to be! Practically every member of the orchestra can double on the violin and the ukulele, in addition to doubling on one or two other instruments, so that with a flick of his baton, the maestro can change his California Dons from a pine forest of trombones and trumpets to a jungle of waving violin bows.

Clyde Lucas' introduction to the "Big Apple" came as sort of a shock. Clyde and the orchestra had just arrived at the recording studios for a waxing date and while waiting for the recording room engineer to set his apparatus in order, Clyde and his brother Lyn, who handles all the vocal assignments, entertained the rest of the boys with snatches of a new dance called the "Big Apple" that they had seen in a newsreel only the day before.

Just before the waxing got under way a note was passed to Clyde with the name of the composition that the orchestra was to record at their next wax-cutting session.

It read:

"O. K., Clyde, you're elected. Next time it's the new 'BIG APPLE'!"

And what is the "Big Apple"? Just in case you haven't heard, Irving Mills, managing director of Variety Records and head of Mills Artists, Inc., said that it was actually "terpsichorean jamming," a by-product of the current wave of enthusiasm for swing music. Mills offers this definition, and music operators may pass it on to location owners who may be curious, who may be hopeful—or fearful—of its being performed in their taverns or amusement places:

"The young folks who have been frequenting night clubs, ballrooms and theatres during the past two years have become so familiarized with swing music, through newspapers, magazines, newsreels and other publicity accorded it, that its fascination has enabled it to remain popular longer than many expected.

"These supporters of 'hot jazz' who make up the nation's dancing element have learned that swing music is comprised of musicians in seven and eight piece orchestras who spontaneously create their own variations on a given theme. The dancers, noting the satisfaction derived by instrumentalists playing music 'ad lib,' or, spontaneously as they weave through a melody, took the process and adapted the same design to dancing, patterning it against swing music, which in its purer form is known as 'jamming.'

"Where musicians use chord formations as the foundation of their improvisions, the dancers use standard ballroom steps such as Peckin', the Lindy Hop, the Suzi-Q, the Virginia Reel, the Shag and other familiar routines as the basis for the "Big Apple" dance. Paired in groups from six to twelve, the dance is started in routine fashion, but after two or three choruses it becomes a 'challenge dance' affair. Those couples offering the most ingenious routines are selected to follow through. Where musicians are pointed out in a 'jam session' to take chorus after chorus, dancing couples participating in a 'Big Apple' dance are given the floor to take routine after routine and the more pleasing their spontaneous dance inventions are created, the more they will be urged to dominate the dance floor. Consequently, the 'Big Apple' dance may be described as terpsichorean jamming." ●

PHONOGRAPH OPERATORS

The 1937

VELVETONE

2000 - PLAY NEEDLE

is now the peer of them all.

IT'S DIFFERENT

L. E. TURNER 1229 Park Row Bldg.
New York, N. Y.

Harris County (Texas) Phonograph Operators Association

President—W. C. ATKINS; Vice-President—FRED McCLURE; Executive Secretary—W. A. NIEMACKL; Treasurer—LESTER HEARN.

By JOHN G. WRIGHT

On Thursday evening, September 2, over thirty phonograph operators of Houston and Harris County met at the Ben Milam Hotel for the purpose of organizing a music association. W. A. Niemackl, in the opening address outlined the aim and purpose of such an organization, and pointed out how vitally necessary such an organization was to the very existence of the phonograph operating industry.

Lester Hearn, who was elected temporary chairman, appointed Sam E. Ayo, Percy Foreman, Henry Cruse, F. C. Clancy and Jess Porter as a committee on by-laws, constitution and regulations. J. W. Williams, William Peacock, and Sam Wilson were named as a nomination committee.

A second meeting was held September 9. Minutes of the preliminary meeting were read and approved and by general agreement it was decided to organize a permanent Association.

Nominees for president were William Peacock, W. C. Atkins, J. B. Bellin, and F. C. Clancy. No majority was reached on the first ballot and a second was necessary. W. C. Atkins was elected. Fred McClure was elected vice-president on the first ballot, and Lester Hearn was named treasurer on first ballot.

W. A. Niemackl was unanimously elected executive secretary. Niemackl's untiring and very efficient work for the two preceding weeks was largely responsible for the actual formation of the Association, and operators showed their appreciation by electing him by acclamation.

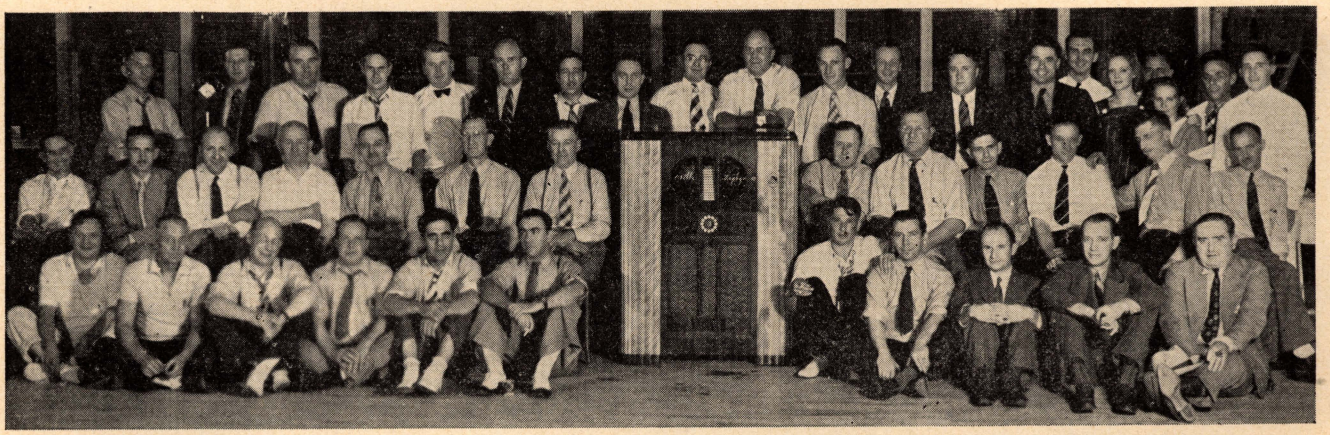
The newly elected officers immediately took charge and plunged into the task of completing the organization. Because of the absence of the committee chairman, the formal adoption of the by-laws was postponed until next meeting.

Several names were discussed, and finally the one, Phonograph Operators' Association, Incorporated, of Harris County, was adopted. The Association will be chartered as a corporation under the laws of the State of Texas.

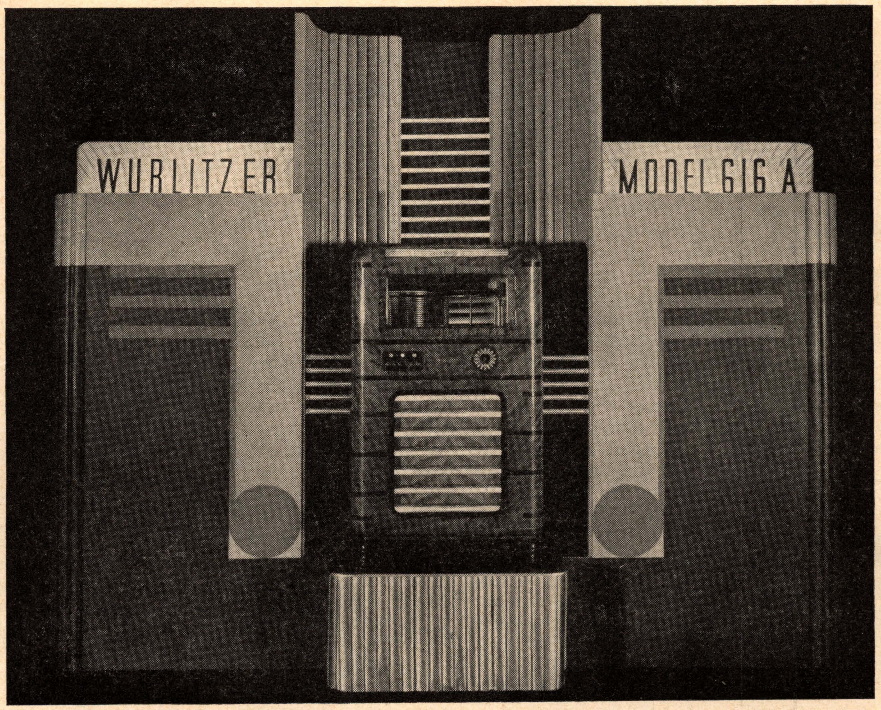
Initiation fee was set at $25 per member. Members absent from regular meetings, or arriving late will be subject to a fine. All machines of association members are to be identified by uniform seal, the type to be decided later.

After a lengthy and somewhat heated discussion an anti-location-bumping motion was passed. The original motion was amended to be effective for a period of only ninety days, and was then voted on.

In conclusion several members emphasized the fact that the purpose of the Association was to improve business conditions, promote harmony, and friendship, and improve the general welfare of all operators. Officers and members regard all operators in Harris County as prospective members, and propose to conduct themselves and the organization in such a manner as to have all those who believe in honest and fair dealing anxious to come in. ●



Late last month Detroit musicmen got their first glimpse of the new Mills Zephyr Phonograph during a party held for them by Zone Manager Lon Bowser, District Manager Harks and other salesmen of the area. Party was an all-day affair with contests, games and refreshments at night following a dinner. About fifty Detroiters attended.



BRILLIANCE and BEAUTY

The New

WURLITZER 616-A

Always years ahead in cabinet design, quality of tone and mechanical perfection . . . the Rudolph Wurlitzer Company, in the model 616-A, has again led the way by adding the extra punch of brilliant light and color!

The "Lucite" grill, a new plastic development by DuPont, conducts light in an almost unbelievable manner. The bars are solid, cold and clear, yet when you trip the light switch they spring into brilliant color as if by magic. No wiring—no tubing—no breakage.

The new model 616-A is now available for immediate deliveries from stock in Hollywood and Oakland.

THE RUDOLPH WURLITZER COMPANY

W. E. SIMMONS, *Branch Manager*

1025 North Highland Avenue
HOLLYWOOD, CALIF.

140 Fourteenth Street
OAKLAND, CALIF.

Phonograph Operators of Eastern Pennsylvania and New Jersey

President — FRANK ENGEL; Vice-President — FRANK VISCIDI; Treasurer — MORRIS MARGOLIS; Secretary—MAURICE FINKEL. Offices —Madison Hotel, Twenty-second and Walnut Sts., Philadelphia. Phone—Rittenhouse 4915.

By HARRY BORTNICK

Almost fraternal friendship was displayed at the first meeting of the Phonograph operators, as they met in new quarters. Morris Margolis' new office, their latest place, was barely large enough to hold all the members who attended, an able testimony to the tremendous increase in membership. Although Margolis had enlarged his new office to approximately triple its previous size, still it was just large enough.

The most important accomplishment of the organization's existence was highly praised by the entire membership. That was the ability of its able and capable attorney, Edward Polisher, to successfully convince city authorities that the presence of a music machine in a location did not make it a place of amusement. Discussion of this news took up most of the meeting.

It was feared for a time that it would be necessary for all phonograph operators to take out permits and pay an amusement tax on automatic music machines. However, the Association, with due credit to the Association's attorney, Mr. Polisher, proved its ability to defeat such a measure. This service, it was brought out at the meeting, has saved members and customers thousands of dollars, and has well repaid all for their efforts and their interests, and their membership in the organization.

Ways and means were discussed for stabilizing the business in Philadelphia and its outskirts, where most of the members operate. Jack Sheppard of the General Amusement Co., a member of the Good and Welfare Committee, was authorized to put into force plans for the protection of members which were adopted at the meeting. It has been revealed that unethical operators have attempted to harm all members of the organization who operate in an honorable fashion, and the members have taken measures that would enable them to protect themselves against such attacks.

It was brought out that the organization has now been in existence one year, and plans to celebrate this event are being made. A grand banquet, of the same magnitude and grandeur which has marked other events will soon take place, and will have two ultimate purposes, to celebrate the first birthday of the Association, and to introduce the wives of the operators to each other. The men have so much in common and feel so close that they believe it will be a good thing if their wives become acquainted thus making closer the ties. Perhaps an auxiliary will be formed.

Association Personals:

The newest member of the Phonograph Operators' Association is Harry Scherdorff, of the Model Amusement Co.

It was good to see Phil Frank of the Automatic Vending Co. at the last meeting. His presence always adds a bit to the necessary cooperation.

Congratulations, Morris Margolis, on your new office and services. It's a grand place and should help you make a million. Everyone in the Association wishes you success.

Genial and friendly President Frank Engel was back at his old post again, leading the meeting. ●

GABEL

A name that stands for the peak of musical perfection

The ELITE
12 RECORDS

The CHARME
18 RECORDS

The LORELEI
24 RECORDS

●

GET THE GABEL PROFIT STORY TODAY. LEARN WHY SMART OPERATORS STICK TO GABELS YEAR IN AND YEAR OUT

●

BOB LLOYD
Pacific Coast Sales Agent
JOHN GABEL MFG. CO.
4505 S. Vermont Los Angeles
1004 E. 12th St. Oakland
(BATES SALES CO.)

H. E. WEDEWEN, formerly with the Fisher Brown organization of Dallas, where he was sales manager, and prior to that affiliated with Holcomb and Hoke, United Mercantile Exchange of Indianapolis and Exhibit Supply Co., has been named traveling representative for the credit department of the Rudolph Wurlitzer Co., according to announcement of Wurlitzer's General Credit Manager W. P. Bolles.

BRUNSWICK
Every Artist an ARTIST!

Bickley Offers

variety in music equipment.

HOUSTON. (RC)—Bickley Distributing Co., owned and operated by O. L. Bickley, really does "have something" for the music operator. In addition to a regular line of Decca records and a complete stock of speakers, tubes and other supplies, he has one of the most varied assortments of colored lights in the state.

Bickley, however, contends that his greatest asset is an attachment which puts young life into old Gabel machines. "All operators would buy them," he remarked, "if they only knew what they would do." An attempted description could not do the instrument justice.

The excellent repair service of the company is not surprising to one who has known Bickley through the past several years. He is a craftsman, almost an artist in the electrical line, and real craftsmen are skilled workmen. During the years when radio was in its infancy Bickley was an expert in that line. Tone, volume, amplifiers, speakers, the human ear, and all the tiny wires and parts were as simple to him as A.B.C. It was the most natural thing in the world for him to go in for automatic music, and just as natural that he apply his already acquired knowledge to keeping up and ahead of the technical side of that rapidly developing industry. ●

Wurlitzer Airs

program, aids ops.

HOLLYWOOD. — From Hollywood, city where the unusual is usual, comes report of an unusual method of selling coin machines. Wurlitzer Simplex is on the air. Purpose of the weekly broadcast is to aid Wurlitzer operators in securing locations.

Over the Warner Brothers' Station KFWB, every Friday afternoon at 3:15 o'clock, there issues an hour's program titled "California on Parade." The "Wurlitzer Simplex float" is one of twenty floats on this air parade.

Program will run for eight weeks, is directed to location owners, telling them that if they do not already have a Wurlitzer Simplex phonograph, to telephone the Hollywood office of the firm and a Wurlitzer operator will be sent to call on them. ●

LOOK! MONKEY GLANDS for your Old GABEL!

This pick-up really does the job. When ordering or inquiring, specify if for Gabel Junior or Gabel Entertainer.

●

Distributor for DECCA Records

●

Complete line of supplies for all phonographs, including the most varied assortment of colored light globes in the State.

BICKLEY DISTRIBUTING COMPANY
3322 Harrisburg Boulevard
Preston 0711 Houston

Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

ART SHAW (O) 7592
FEE FI FO FUM (FT)
CHANT (FT)

When an orchestra leader knows what his band is capable of and then writes music to suit their particular capabilities, you can't miss. Such is the case on this Artie Shaw disc. It's a masterpiece of swing.

RUSS MORGAN (O) 7955
GOOD-BYE JONAH (FT)
IF YOU WERE SOMEONE ELSE (FT)

Sparkling dance tunes in the inimitable style of Russ Morgan. Vocals are fine.

JAN GARBER (O) 7956
IS IT LOVE OR INFATUATION? (FT)
MAKE A WISH (FT)

The Idol of the Airlines comes through with a pair of dandies recorded in Los Angeles. Very good dance material.

CLAUDE THORNHILL (O) 7957
EBB TIDE (FT)
DON'T SAVE YOUR LOVE FOR A RAINY DAY (FT)

Currently popular dance tunes in the capable hands of Claude Thornhill can only mean one thing . . . music you'll want for your phonos. Nice arrangements, lyrics in A-1 style. Very good.

HAL KEMP (O) 7958
A HEART OF STONE (FT)
GOT A DATE WITH AN ANGEL (FT)

Smooth and sophisticated. Kemp and his lads bring into the fold a pair of timely tunes. Nicely done.

RUSS MORGAN (O) 7959
GETTING SOME FUN OUT OF LIFE (FT)
SO MANY MEMORIES (FT)

Smooth, delightful, and lovely to dance to. A grand recording.

TEDDY WILSON (O) 7960
YOU BROUGHT A NEW KIND OF LOVE TO ME (FT)
IF I HAD YOU (FT)

Swell. Old numbers but with new life and meaning. Frances Hunt vocalizes perfectly. Recommended.

WAYNE KING (O) 7963
I CAN'T REMEMBER (Waltz)
GIANNINA MIA (Waltz)

First is the top waltz of Irving Berlin's career never in more capable hands than those of Wayne King, the nation's waltz king, and his crew of waltz men de luxe. Second is the world famous waltz from "The Firefly," now gathering new admirers and nickels through its use in the picturization of "The Firefly," starring Jeannette MacDonald.

TEDDY WILSON QUARTET (O) 7964
HONEYSUCKLE ROSE (FT)
AIN'T MISBEHAIN' (FT)

The quartet, consisting of Wilson, John Simmons, Red Norvo and Harry James, do a bit of plain and fancy swinging on 7964. Good.

JOE RINES (O) 7967
THE LADY IS A TRAMP (FT)
WHY TALK ABOUT LOVE? (FT)

A straight foxtrot disc . . . and nicely done, too! Vocals are right up front. All in all, this is a nice record for any op. to use.

RUSS MORGAN (O) 7968
TO YOU SWEETHEART, ALOHA
THE ONE ROSE (FT)

Two delightful foxtrots, played in a manner to please the most discriminate. Tops in the foxtrot classification.

ERSKINE HAWKINS (O) 3689
I'LL SEE YOU IN MY DREAMS (FT)
I'LL GET ALONG SOMEHOW (FT)

Scintillating foxtrot arrangements of two old favorites. Nicely done.

MUSICAL MANIACS (N) 3691
AM I BLUE (FT)
DOWN BY THE OLD MILL STREAM (FT)

A pleasing combination. Numbers are old and well known. Marimbaphone solos on both selections. Vocals are fair. Average recording for novelty spots.

BOB WILLS (N) 3693
OOZLIN' DADDY BLUES
THE NEW ST. LOUIS BLUES

A crackerjack novelty disc for the loud and blarey spots. First number is a semi-humorous sort of thing and the second number is a terrific revision of the original. Great stuff!

CODY FOX (N) 3695
WABASH BLUES
SAM, THE ACCORDION MAN

Cody and his Yellow Jackets bring out of the pages of the past two numbers that were prime favorites a few years back. Re-recorded in the novelty manner, this disc offers a certain amount of charm to listeners and a definite cash value to operators. Good.

BLUEBIRD

SHEP FIELDS (O), 7139, 7142
I STILL LOVE TO KISS YOU GOOD-NIGHT (FT)
I'D LIKE TO SEE SAMOA OF SAMOA (FT)
IN A LITTLE CAROLINA TOWN (FT)
WORRIED OVER YOU (FT)

The top band on Bluebird comes through with four top tunes. The original interpretations of Shep's band never fail to please. Good.

RUDY VALLEE (O) 7135, 7140
WHIFFENPOOF SONG (Waltz)
MAD DOGS AND ENGLISHMEN (FT)
DEEP NIGHT (FT)
KITTY FROM KANSAS CITY (FT)

Don't fail to get the first disc. It answers the operator's prayer for something a bit unusual and definitely good. First side is a sort of sad lament and the second side is a sparkling English comedy number by Noel Coward. Rudy is superb on the vocals. Second disc combines an old pair of favorites. Rudy and the Gentlemen Songsters come through with a new set of clever lyrics for "Kitty." Very good.

BOB SKYLES (N) 7150
SWEET AS SUGAR BLUES (FT)
THE BLUE STREET BLUES (FT)

A rousin', slap 'em down novelty. Singing with guitars and string bass and a lot of "wa wa" trumpet on the first side. Very good for hillbilly and old-time music loving spots.

OZZIE NELSON (O) 7157
JOSEPHINE (FT)
GEE! BUT IT'S GREAT TO MEET A FRIEND (FT)
THE BIG APPLE (FT)
YOU CAN'T STOP ME FROM DREAMING (FT)

Ozzie comes through with a vocal on "Josephine" and it's right good, too. Nice dance disc. Second disc brings to light "The Big Apple" a la Nelson with Nelson on the vocals. The coupling has "You Can't Stop Me From Dreaming." All in all, both discs are okeh for ops.

DIXIELAND SWINGSTERS (O) 7160
FIDDLEOBIA (FT)
LOVE ME OR LEAVE ME (FT)

For a novelty hot tune this one is likely to fill the bill. Excitable rhythm. Far from being a full orchestral rendition, but those instruments herein certainly make themselves heard. Good.

SWING BILLIES (N) 7161
MELANCHOLY BABY (FT)
EVERY DAY AWAY FROM YOU (FT)

First number has come to be a barroom favorite and the Swing Billies make a bid for close harmony on their rendition of it. The coupling is fair.

OZZIE NELSON (O) 7169
YOU AND I KNOW (FT)
EBB TIDE (FT)

Up in the front line trenches of popular foxtrot dance tunes. Nelson does a bang-up job on his recordings. This one is tops.

WILLIE FARMER (O) 7170, 7171
THE LADY IS A TRAMP (FT)
MIDNIGHT IN THE MADHOUSE (FT)
TEARS IN MY HEART (FT)
ALLIGATOR CRAWL (FT)

We'uns in Califrisco resent that reference to "I hate California, it's cold and it's damp," but just the same the number seems to be a hit and you should use it. The other three numbers on this pair of discs are worthy of consideration.

VOCALION
Tops Your "Must" List!

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. . . and DECCA brings to you the outstanding swing bands of the country. Glance over this list of national favorites:

1. Dick Robertson
2. Glen Gray and the Casa Loma Orch.
3. Bob Crosby
4. Jimmy Dorsey
5. Jimmie Lunceford
6. Andy Kirk
7. Harry Roy
8. Edgar Hayes
9. Ben Pollack

It pays to stick to DECCA, for DECCA is always

"TOPS IN TIMELY TUNES"

DECCA

DISTRIBUTING CORPORATION

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107 E. 17th St. . . . Los Angeles

DECCA

FREDDIE FISHER (O) 1400
I'M A DING DONG DADDY (FT)
WABASH BLUES (FT)

The sizzling syncopation of Fisher and his men reaches a new high on this knockout disc. Both are exceptionally well recorded, clever, snappy, and spiced with a drop or two of humor. Recommended.

AMBROSE (O) 1406
GANGWAY (FT)
LORD AND LADY WHOOZIS (FT)

Ambrose, England's premiere maestro, presents two numbers from the new Jessie Matthews picture, "Gangway." In his ultra-smooth dance style Ambrose really turns in two finished musical productions. "Lord and Lady" is by far the best of the two. Vocals are capably handled, music is catchy and sticks with you for a long time. Very good.

LOUIS ARMSTRONG (O) 1408
I'VE GOT A HEART FULL OF RHYTHM (FT)
ALEXANDER'S RAGTIME BAND (FT)

Tearing away, for all he's worth, Louie puts these two over in true showmanship fashion. His risley vocals on the second, plus the hot cornet, makes it a natural for smart ops.

FRANK CRUMIT (V) 114
ABDUL ABULBUL AMIR
A GAY CABALLERO

One of the first records Decca made but still right up among the topnotch novelty numbers of today. Crumit really can put a song over and these two will find a ready reception on almost any phonograph any time.

GLEN GRAY (O) 1412
FOR YOU (FT)
CASA LOMA STOMP (FT)

One of the most beautiful numbers ever written, "For You" gets A1 treatment at the hands of the Casa Lomas. Second tune will always remain popular, too. It's a grand disc and one that you will want. Tops.

DICK ROBERTSON (O) 1415
YOU CAN'T STOP ME FROM DREAMIN' (FT)
BLOSSOMS ON BROADWAY (FT)

Swellegant dance tunes. Vocals are above the average. Second ditty is from the Paramount flikker of the same name.

MELOTONE
Ace of the Hit Parade!

HENRY KING (O) 1413, 1414
YOU AND I KNOW (FT)
IF YOU WERE SOMEONE ELSE (FT)
AN OLD FLAME NEVER DIES (FT)
GOOD-BYE JONAH (FT)

Four snappers from the musical production, "Virginia." All are grand dance tunes and the vocals are up to standard. Good.

FRANK FROEBA (O) 1418
NOTHING CAN STOP ME NOW (FT)
DON'T SAVE YOUR LOVE FOR A RAINY DAY (FT)

Froeba has picked the two hot tunes from the Walter Wanger production of "52nd Street" and given them a platinum musical setting. Great dance material.

SHELTON BROS. (V) 5422
DEEP ELEM BLUES No. 3
GO LONG, MULE

For hillbilly spots you can't find much better this month than Decca's 5422. The Shelton Brothers do a nice job on all of their discs and here is one that has wider appeal than previous efforts.

CONNIE BOSWELL (V) 1420, 1421
WHISPERS IN THE DARK
THAT OLD FEELING
AFRAID TO DREAM
THE LOVELINESS OF YOU

With Ben Pollack and his ork. backing her up, Connie, Decca's charm girl, comes through with four naturals. All are picture tunes and Connie does a marvelous job of vocalizing.

HARRY ROY (O) 1426
YOU'RE GONNA LOSE YOUR GAL—I STOLE BACK THE GIRL—MY HONEY'S LOVIN' ARMS (FT)
I CAN'T GIVE YOU ANYTHING BUT LOVE—I'M JUST CRAZY 'BOUT MY BABY—EVERYBODY LOVES MY BABY (FT)

Another one of those knockout Harry Roy foxtrot arrangements. This is just as good as the previous ones. Get it!

HENRY BUSSE (O) 1425
THE VAMP (FT)
FIT AS A FIDDLE (FT)

Vocal choruses would never be popular with the Busse fans. It's the superb trumpet work of Busse they want to hear, and this disc brings forth a nice amount of it. Excellent for dance spots.

BRUNSWICK
Every Artist an ARTIST!

BEN POLLACK (O) 1424
SONG OF THE ISLANDS (FT)
I'M YOURS FOR THE ASKING (FT)

True showmanship on the part of Decca is displayed in the making of this disc. Pollack does a new and interesting version of the old Hawaiian favorite and couples it with a currently popular ditty. Tops.

JAN GARBER (O) 1423
LOVE OR INFATUATION (FT)
JUST A MEMORY (FT)

Here is a Jan Garber disc that all can use. It combines a hit tune from the new Paramount pix, "This Way Please," and the old favorite, "Just a Memory." Very good.

HUGH & SHUG'S RADIO PALS (HB) 5428
WHEN YOU WORE A TULIP
THE LITTLE GIRL DRESSED IN BLUE

Two old dandies, and they were dandies and sung from coast to coast, are brought forward again and offered in a style that warrants your consideration. String band with loads of singing. Highly recommended.

MELOTONE

DICK McDONOUGH (O) 7-10-04
HAVE YOU GOT ANY CASTLES, BABY? (FT)
LOVE IS ON THE AIR TONIGHT (FT)

Two hit tunes from the "Varsity Show." This recording is equal to the best on the market. Lyrics are especially well handled. Recommended.

GENE AUTRY (V) 7-10-58
THE ONE ROSE
I HATE TO SAY GOOD-BYE TO THE PRAIRIE

Autry and "The One Rose That's Left in My Heart" . . . a perfect combination. Right good. Second side brings Autry and Jimmy Long singing, yodeling and playing. Very good.

ARTY HALL (HB) 7-10-59
DOWN IN THE OLD HOME TOWN
THE STORY OF SEVEN ROSES

Old-time singing and playing of the type that will click with the folks that like this sort of material. Nice harmony, every word as clear as crystal. Good.

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COLUMBIA

Gem of Them All!

JOHNNY JOHNSON (O) 7-10-12
STARDUST ON THE MOON (FT)
IN A LITTLE CAROLINA TOWN (FT)

Straight dance tunes. Nothing fancy or out of the ordinary about this recording, but it is a good dance disc.

CHICK BULLOCK (O) 7-11-03
BLOSSOMS ON BROADWAY (FT)
YOU CAN'T STOP ME FROM DREAMIN' (FT)

Swellegant foxtrots. Bullock, American Record's ace doubler, comes through on this disc with two dandy numbers. Good.

DICK McDONOUGH (O) 7-11-02
THAT OLD FEELING (FT)
THE BIG APPLE (FT)

Hotcha . . . and how! McDonough brings to the wax two crazy numbers but you can't miss by using them. First side is the currently popular number. Second side is the craze of the day. Vocals by Howard Phillips are not to be sneered at! Recommended.

BERNIE CUMMINS (O) 7-11-06
MAMA, I WANNA MAKE RHYTHM (FT)
HAVE YOU EVER BEEN IN HEAVEN (FT)

Nice foxtrot disc. Smooth, even style of Bernie Cummins cannot help but please. Good.

VICTOR

GUY LOMBARDO (O) 25659
BLOSSOMS ON BROADWAY (FT)
MY SWISS HILLY BILLY (FT)

Unusually beautiful melodies played at a medium slow tempo with Lebert Lombardo on the vocals of the first and the male trio on the second. Good.

CALI-GATTUSO (N) 25662
A STUDY IN BROWN (FT)
SATAN TAKES A HOLIDAY (FT)

Guitar duets. The nimble fingers of Johnnie Cali and Tony Gattuso create an unusual version of these two currently popular ditties. Good.

HAL KEMP (O) 25665
I STILL LOVE TO KISS YOU GOODNIGHT (FT)
I'D LIKE TO SEE SAMOA OF SAMOA (FT)

Kemp's distinctive band offer two from the film, "52nd Street." Sweet music in the inimitable Kempian manner.

LIONEL HAMPTON (O) 25666
I SURRENDER, DEAR (FT)
PIANO STOMP (FT)

Victor calls this "Sweet Capitulation." It's Hampton at the vibraphone and his ork. backing him up, while on the second side he jumps to the piano. Just fair.

BUNNY BERIGAN (O) 25667
SWEET VARSITY SUE (FT)
WHY TALK ABOUT LOVE? (FT)

The 20th Century-Fox flikker, "Life Begins at College," is responsible for this pair of ditties. Berigan and his outfit impart a typical collegiate swing to the numbers. Good.

RONNIE MUNRO-NICK LaROCCA (O) 25668
VIENI . . . VIENI (FT)
FIDGETY FEET (FT)

One of England's outstanding bands is featured on the first side, doing the currently popular European musical craze. Al Bowlly does the vocals. Absolutely tops. Second side features the Original Dixieland Band and brings forth the hot clarinet of Larry Shields, who is just as good today as he was twenty years ago. Nice record.

BUNNY BERIGAN (O) 25664
EBB TIDE (FT)
GEE! BUT IT'S GREAT TO MEET A FRIEND (FT)

He can play them slow and sweet or let loose in fast swing tempo. This record attests to the versatility of Mr. Berigan. Nice disc and the vocals on the second side come in for a special Hurrah!

"FATS" WALLER (O) 25672
BEAT IT OUT (FT)
YOU'VE GOT ME UNDER YOUR THUMB (FT)

Clever novelty number on the first side. "Fats" tells you all about it as the record unwinds. A real swinger. Second side is a good running mate. An operator's record.

TOMMY DORSEY (O) 25673
TEARS IN MY HEART (FT)
THE LADY IS A TRAMP (FT)

Made to order numbers for the vocals of Edythe Wright. The Clambake Seven strut their stuff as accompanists. An engaging record.

LIONEL HAMPTON (O) 25674
BABY, WON'T YOU PLEASE COME HOME? (FT)
AFTER YOU'VE GONE (FT)

A jam band lets loose and the results are on this record as damning evidence. Only where they go for low-down swing stuff will this one score any degree of success.

PAUL WHITEMAN (O) 25675
COQUETTE (FT)
THERE AIN'T NO SWEET MAN THAT'S WORTH THE SALT OF MY TEARS (FT)

A reissue of a disc that should go well right now. "Coquette" is coming back strong, and the way Bix Beiderbecke, Tommy Dorsey, Henry Busse, and the rest of the boys that were in Whiteman's band then, put it over is simply magnificent. Second side brings Harry Barris, Al Rinker and Bing Crosby, the then Rhythm Boys, vocalizing. Very fine.

VOCALION

TOMMY TUCKER (O) 3667
REMEMBER ME? (FT)
AM I IN LOVE? (FT)

Two from "Mr. Dodd Takes the Air." Nicely balanced band. Vocals have been given plenty of attention. Good.

THE RHYTHM WRECKERS (O) 3670
RED-HEADED MUSIC MAKER (FT)
BLUE YODEL No. 3 (FT)

Recorded on the coast, this one brings to light a pair of semi-hillbilly ditties that might please the general public. Fair.

AL DEXTER (V) 3676
SWEET LIPS (Kiss My Blues Away)
THE CALICO RAG

Old-time singing. Just average. Dexter tries hard and gets across fairly well. Material he is using holds him down.

MAXINE SULLIVAN (O) 3679
ANNIE LAURIE (FT)
BLUE SKIES (FT)

This one tops the 75 centers. Maxine and her ork. turn out a marvelous disc combining two well-known tunes. "Annie" in foxtrot tempo is really good. Get this.

SAMMY KAYE (O) 3681
AVALON (FT)
JOSEPHINE (FT)

Different from the average foxtrots . . . and delightfully different, too! Everything is A-1 on this recording. Recommended.

HOOSIER HOT SHOTS (N) 3683
GOOFUS
RUNNIN' WILD

Hot dance with singing. Way below the average Hot Shot recording. This one fails miserably because there is not much novelty instrumental work and a very limited amount of vocals.

FULL-RANGE

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There's a full-range of profit, too, in these current hits selected from the leaders of the phonograph record world:

BRUNSWICK

7964—Aint' Misbehavin'—FT
Honeysuckle Rose—FT
Teddy Wilson's Quartet

7970—Worried Over You—FT
Tears in My Heart—FT
Red Norvo and His Orchestra
Vocal Chorus by Mildred Bailey

7963—Giannina Mia—Waltz
I Can't Remember—Waltz
Wayne King and His Orch.

VOCALION

3701—Getting Some Fun Out of Life—FT
Who Wants Love?—FT
Billie Holiday and Her Orch.

3683—Runnin' Wild—Novelty
Goofus—Novelty
Hoosier Hot Shots

3658—Has Anybody Here Seen Kelly?
I've Got Rings on My Fingers
Frank Novak and His Rootin' Tootin' Boys

MELOTONE

7-11-03—Blossoms on Broadway—FT
You Can't Stop Me From Dreamin'—FT
Chick Bullock and His Levee Loungers

7-10-08—Old King Cole—FT
Little Fraternity Pin—FT
Larry Kent and His Orch.

7-10-58—The One Rose (That's Left in My Heart)
I Hate to Say Goodbye to the Prairie
Gene Autry

MASTER

MA 131—Caravan—FT
Azure—FT
Duke Ellington and His Famous Orchestra

MA 136—Dinner Music for a Pack of Hungry Cannibals—Inst. Fox Trot
Reckless Night on Board an Ocean Liner—Inst. Fox Trot
Raymond Scott Quintette

VARIETY

VA 644—Mama, I Wanna Make Rhythm—FT
Go South, Young Man—FT
Cab Calloway and His Orch.

VA 654—Comin' Through the Rye (In Swing Tempo)
Annie Laurie (in Swing Tempo)
Sidney Phillips and His Orchestra

VA 660—Voodoo—Instrumental Nov.
Stardust—Instrumental Nov.
Cappy Barra's Harmonica Swing Ensemble

FOREIGN RECORDINGS

How about that Mexican spot? Or Japanese, Italian, Swedish or Polish locations? These and records in many other foreign languages are available on the Columbia label. Foreign spots are valuable—don't pass them by. Ask for list of foreign records. There's no charge.

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VOCALION

Tops Your "Must" List!

Celebrating the opening of a branch of the California State Music Operators' Association at Fresno proved too much for some of the executives. This picture shows what happened when they paid Southern California their first official visit. George Miller (center), president of the Association, and Tony Campagno (right), secretary, are here receiving cigarettes from magician-operator-ex-association official Alfred Lamb. But it's all in fun, and the picture was snapped at a photographer's gallery at a nearby amusement resort.

Get in the Money with Music's Big Money-makers

RUDY VALLEE
Blue Bird 7069—VIENI VIENI
DON'T PLAY WITH FIRE
Blue Bird 7078—THE OLD SOW SONG
WITH HER HEAD TUCKED
UNDERNEATH HER ARM

TOMMY DORSEY
Victor 25676—JOSEPHINE
IF THE MAN IN THE MOON
WERE A COON

BENNY GOODMAN
Victor 25678—I CAN'T GIVE YOU ANYTHING BUT LOVE
SUGAR-FOOT STOMP

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MUSIC SURVEY

Best Sellers for September

BLUEBIRD

B-7078—The Old Sow Song
With Her Head Tucked Underneath Her Arm
Rudy Vallee and his Connecticut Yankees
B-7158—Make a Wish
Music in My Heart
Bobby Breen

BRUNSWICK

7946—Intoxicating Rhythm
Little Heaven of the Seven Seas
Horace Heidt and his Brigadiers
7950—Blossoms on Broadway
In a Little Carolina Town
Jan Garber and his Orchestra

DECCA

1375—The Moon Got in My Eyes
Smarty
Bing Crosby
1321—Harbor Lights
Coronation Waltz
Ambrose and his Orchestra

MELOTONE

7-10-03—Afraid To Dream
The Loveliness of You
Chick Bullock and his Orchestra
7-10-04—Have You Got Any Castles ,Baby?
Love Is On the Air Tonight
Dick McDonough and his Orchestra

VICTOR

25656—You Can't Stop Me from Dreaming
In a Little Carolina Town
Guy Lombardo and his Royal Canadians
25659—My Swiss Hilly-Billy
Blossoms on Broadway
Guy Lombardo and his Royal Canadians
25657—Smoke Gets in Your Eyes

VOCALION

3663—Round and Round
They're Burning Down the House I Was Brung Up In
Sweet Violet Boys
3644—I Wish I Could Shimmy Like My Sister Kate
Breezin' Along With the Breeze
3683—Goofus
Runnin' Wild
Hoosier Hot Shots

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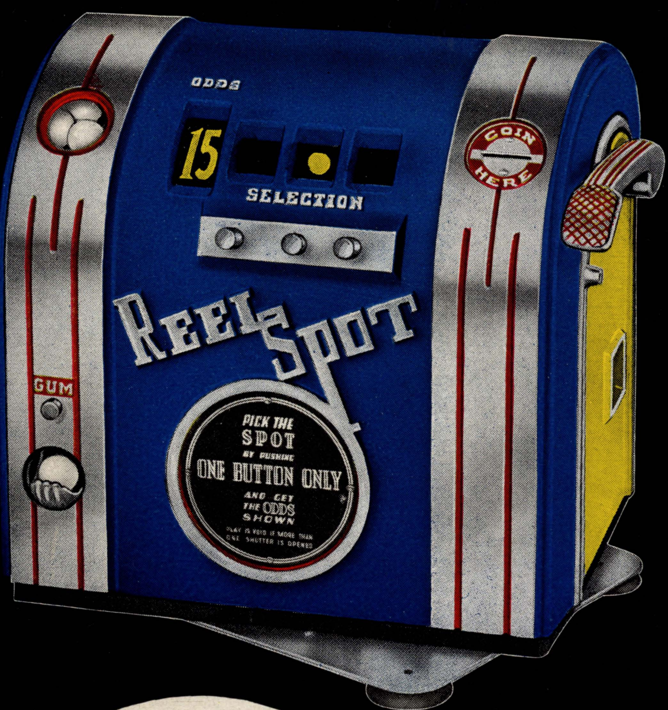
ODDS
15
SELECTION
COIN HERE
GUM
REEL SPOT
PICK THE SPOT BY PUSHING ONE BUTTON ONLY AND GET THE ODDS SHOWN
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THE GOOD OLD SHELL GAME

BY

DAVAL

Gather 'round, folks! Step right up and play the oldest, most absorbing, entrancing, and mystifying game on earth—THE GOOD OLD SHELL GAME! Everybody knows the shell game—everybody plays it—nobody alive can resist it . . . IT'S EASY!

Pick the Spot — That's All!

IN A COUNTER GAME IT'S A "NATURAL" FOR THE OPERATOR!

All four reels spin when the coin is inserted. But only the odds reel is exposed to view. When all the reels stop spinning, the player opens the shutter over one of the other reels by pressing the button beneath it . . . *and that's where the fun comes in!* If the player finds the spot, he gets the odds indicated on the odds reel. BUT, if the open shutter doesn't reveal that elusive spot, the player is not entitled to the odds shown . . . and *that's* where the *operator's profit* comes in! Because, for some reason the spot usually seems to elude the player, showing up where it's not expected! Simple, isn't it? Of course, if the player wants to know just where the spot is after he guesses wrong, he can push the other buttons and he always finds the spot on one or both of the other reels! While he is naturally not entitled to the odds if he opens more than one shutter, still it mystifies the player and makes him happy! So, he plays on and on hoping he'll get the spot the next time . . . or the next . . .

Look at the picture of REEL SPOT . . . note its new trend in modernly styled cabinet design and lively color appeal! REEL SPOT is a model of rugged mechanical perfection . . . works simply, silently, smoothly . . . never wears out or breaks down . . . is absolutely cheat-proof and fool-proof . . . affords complete coin visibility. Exhaustive location tests have PROVED the huge earning power of REEL SPOT!

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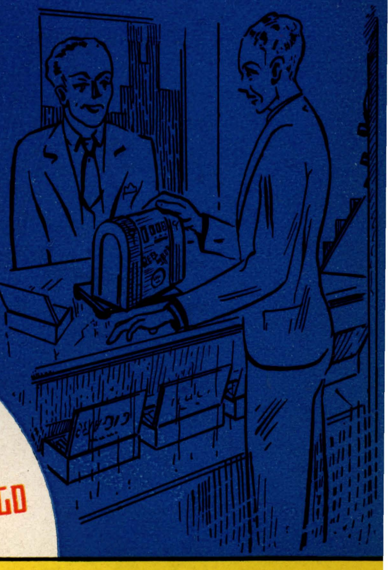
Exclusive Reel-Spot Turntable Feature!

Unlike the ordinary counter game, there's no necessity for the location owner to nearly stand on his head in order to check the award on a winning play on his REEL-SPOT. Daval's newly perfected turntable cabinet base makes everything "easy as pie"! The game can swing completely around so merchant can easily see the result, as well as the last coin played! It also permits the next player to play the game without asking the previous player to step aside!

Sturdily constructed to last a life time! No adjustments necessary! Equipped with scratch proof suction feet which anchor game securely to counter! A money saving and play attracting feature EXCLUSIVE WITH REEL-SPOT AT NO EXTRA COST!



PRICE $29.75 TAX PAID F.O.B. CHICAGO

By POPULAR DEMAND!!

...We are again in production on the **WORLD-FAMOUS**

PENNY-PACK

THE LARGEST OPERATORS IN THE WORLD AS WELL AS THE SMALLEST, WILL BACK THIS UP:

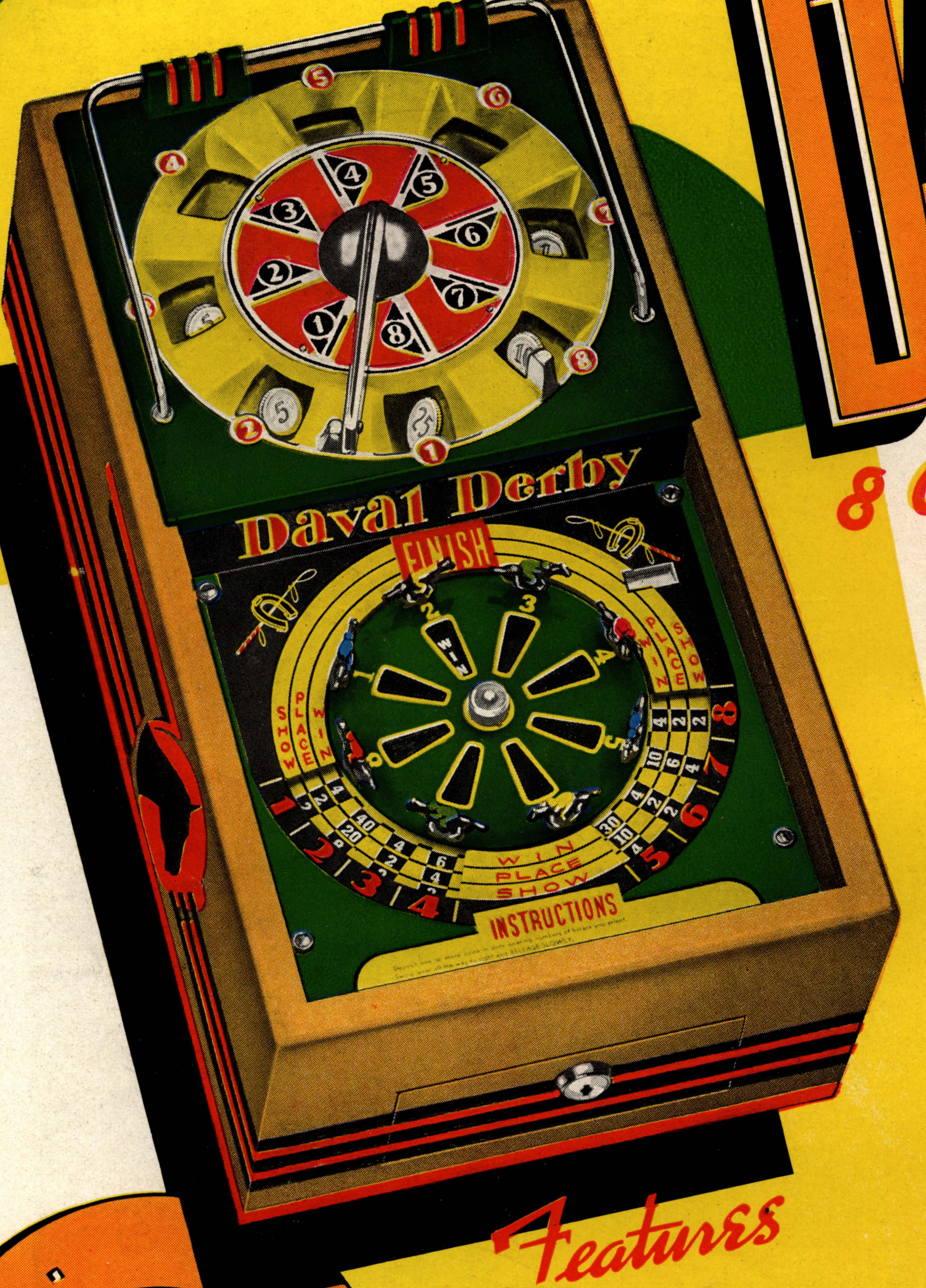
"Penny Pack WAS, IS and WILL BE the best cigarette reel game ever built.

"It sets the standard for all other counter games."

Straight Penny Play! ODDS from 15-1 to 150-1. Still unsurpassed for beauty and mechanical perfection! PLAYERS ACTUALLY DEMAND PENNY PACK!

PRICE $18.75 TAX PAID FOB CHICAGO

DAVAL DERBY



8 COIN Race-Track Counter Game!

The One and Only Game With 5 Way Play!

Pennies, Nickles, Dimes, Quarters and Half-Dollars ALL THRU THE SAME SLOT!

Makes 8 Times the Profit of any Game with a Single Coin Chute!

Necks outstretched—tails in the wind—they're ready to burn up the track! The stakes are high . . . the interest is keen . . . THE PROFITS POUR IN! IT'S 8 PLAY — 8 CHANCES TO WIN, PLACE, OR SHOW—8 TIMES THE INTAKE—8 TIMES AS MANY PLAYERS—and they don't stop at pennies and nickels . . . THEY GO ON TO QUARTERS AND EVEN HALF-DOLLARS!

A twist of the handle and they're off! The player is as nervous as a filly at the post . . . you can see that he's got a NICKEL in 3, a QUARTER in 5, and a HALF-DOLLAR in 8 — because all coins are COMPLETELY VISIBLE! Now, there are 3 COMPLETE SETS OF ODDS and if a selected horse stops within the FINISH LINE, the player collects according to the position of his horse!

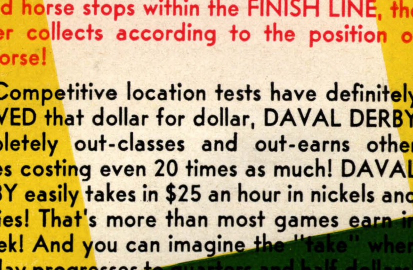
. . . Competitive location tests have definitely PROVED that dollar for dollar, DAVAL DERBY completely out-classes and out-earns other games costing even 20 times as much! DAVAL DERBY easily takes in $25 an hour in nickels and pennies! That's more than most games earn in a week! And you can imagine the "take" when the play progresses to quarters and half-dollars!

GET BUSY — ORDER NOW!

Features

- ★ 8 COIN PLAY—1c - 5c - 10c - 25c - 50c (Multiplies the profits).
- ★ 100% COIN VISIBILITY (Eliminates arguments).
- ★ EXTRA LARGE CASH BOX (You'll need it!)
- ★ WIN, PLACE AND SHOW ODDS (Keep up the interest).
- ★ MINIATURE HORSES ACTUALLY RUN AROUND THE TRACK.
- ★ SIZE: 6"x10½"x21" (Shipping wt., 30 lbs.)
- ★ COIN BOX COMPLETELY SEPARATED FROM MECHANISM (prevents clogging).
- ★ SPARKLES LIKE A GEM WITH ITS BRILLIANT DESIGN IN COLORS, WITH CHROME DECORATIONS.
- ★ PRECISION BUILT BY DAVAL.
- ★ MECHANISM GUARANTEED SILENT, SMOOTH, CHEAT-PROOF AND FOOL-PROOF OR YOUR MONEY REFUNDED.

Price
$32.50
TAX PAID
F.O.B CHICAGO

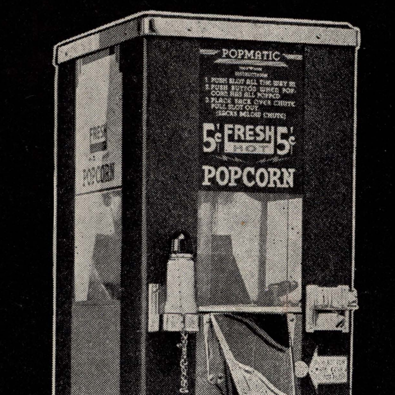


DAVAL MFG. CO.
200 SO. PEORIA ST. - CHICAGO

IT'S POPMATIC

that PAYS . . . *and* PAYS

The FIRST *and* BEST *Automatic Popcorn Vendor*



- Build yourself a steady, profitable, **legitimate** business with POPMATIC - the new automatic popcorn vending machine! Locations pay as high as $42.00 per week - you can depend on an average of 40% net profit.

The novelty of POPMATIC attracts crowds. A nickel in the slot - a flurry of golden grains behind the glass - the pull of a lever, and presto! you serve yourself a sack brimming full of hot, tasty popcorn "better than mother makes"!

Simplicity - Positive Operation

POPMATIC's operation is simplicity itself - no motor, no rheostat, no thermostat, no costly "out of service" delays. The entire mechanism is before your eyes, within easy reach of your hands. 250 sacks between refills.

- **EYE-APPEAL** - - - - Slim, modernistic cabinet of beautiful chromium and wrinkle-finished baked enamel, 62 Inches high. 1½ feet wide - fits easily into ⅓ the space of an ordinary popcorn machine.
- **TASTE APPEAL** - - - - The patented process by which the corn is popped assures large, tender grains of a delightful flavor. One taste calls for more - and each operation draws a crowd!

FLUFFY GOLDEN CORN

in ONE *Minute Plus*

SECONDS
85

"85 seconds from nickel to sack!" POPMATIC's performance is as quick as that - before the customer's mouth has time to water!

Write or Wire - Today
for Details and Prices

POPMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
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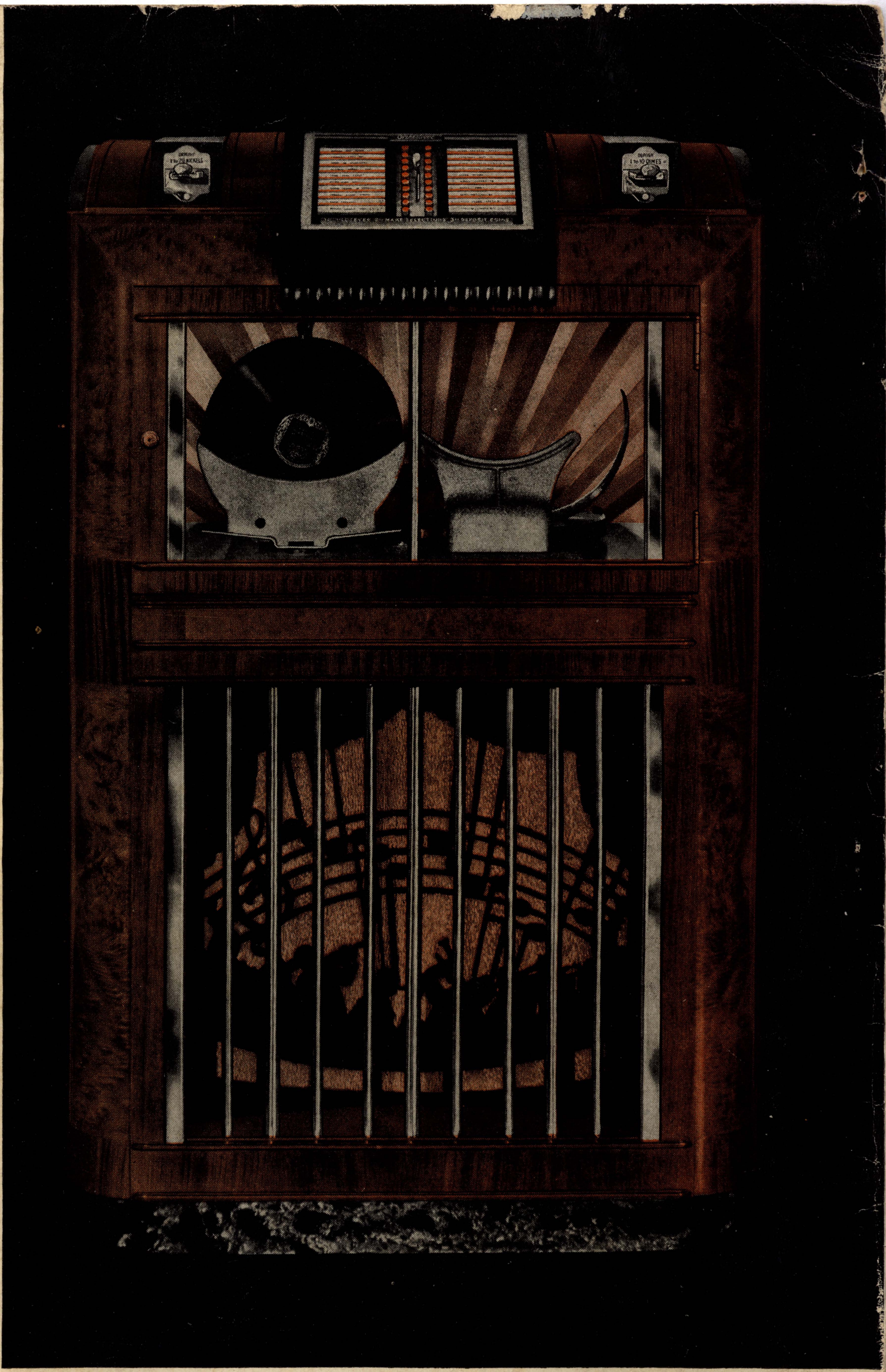
TRADE MARK REG. U.S. PAT. OFF. U.S. & CANADIAN PATENTS. OTHER PATENTS PENDING

THE *Orchestrope*

The MODERN PHONOGRAPH



20 SELECTIONS FROM TEN RECORDS

Plays records on both sides.

●

Combined program and multi-selector. No numbers to remember.

●

Program, selector and coin-slides at top of cabinet - - No stooping.

●

Impressive and beautiful cabinets.

●

Thousand dollar tone - - has no equal.

Height	53″
Width	33″
Depth	23″

No other phonograph has all these money-making features ● The most profitable locations are demanding the ORCHESTROPE because it attracts and holds the crowds; because it brings in the money ● The ORCHESTROPE is going places ● You, too, can profit from the demand for this dependable, money-producing phonograph ●

WRITE, WIRE OR PHONE.

THE CAPEHART, INCORPORATED

FORT WAYNE, INDIANA

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF AUTOMATIC PHONOGRAPHS